A Smarter Way to Manage Post-Production Data

With the amount of unstructured data more than doubling every two years, it's clear that media and entertainment companies need to come up with new strategies to handle post-production data. The primary challenge is that businesses manage all of their data in the same way, regardless of importance. This results in businesses expanding their Tier 1 storage footprint, increasing backup windows, and incurring rising infrastructure costs. How can organizations get in front of these issues without business disruption?

The Challenge: Manage Post-Production Assets Cost-Effectively

Data is accumulating rapidly, but IT budgets are flat. While data is a strategic asset, managing it efficiently is critical to cutting costs and modernizing IT. Today, petabytes of data are spread across multiple departments, and managing the data efficiently is a challenge

Key Challenges

- Need to identify post-production assets that have not been accessed in over a year
- Cold media assets are consuming expensive primary storage and backup resources
- Empower post-production managers with project-based native access to media assets

The Solution

Komprise provides a comprehensive solution for managing data that provides media and entertainment organizations crucial analytics and insight into their data as well as the tools they need to lower storage costs by up to 70% without disruption to their users or applications.

Data Growth Analytics

- Data Growth Analytics identifies hot and cold data across multivendor storage environments.

Key Features

Analyze

Identify the hot and cold data across all your environments, with **Data Growth Analytics,** so you can better plan and manage your storage and backup.

Move

Keep users productive with **Transparent Move Technology™** that makes it easy to move cold data to cheaper storage solutions, without changing how it's accessed

Evolve

Ensure data can be easily accessed, regardless of whether it's on-premises, in the cloud, or in a hybrid environment with **Data Access Anywhere.**

- Enables cost-effective planning and management of storage and backup.
- Simply download the Komprise Observer, and within 15 minutes it provides detailed analytics on how much data you have, how it's being used, who is using it, and how quickly it's growing.

Transparent Move Technology™

- Enables cost-effective planning and management of storage and backup.
- Once you decide on appropriate policies, the Komprise patented Transparent Move Technology™ offloads cold files from the actively managed footprint to an appropriate secondary storage.
- Komprise uses no proprietary agents or static links on the storage system, mechanisms that often cause problems such as static stubs.

Data Access Anywhere

- As your IT environment evolves to meet ever-changing business requirements, Data Access Anywhere enables your data and storage infrastructure to evolve with it, regardless of whether it's on-premises, in the cloud, or in a hybrid environment.
- Data moved by Komprise can be accessed natively from anywhere without having to go back to the source storage and without requiring Komprise.
- Eliminates lock-in.

SUMMARY

With Komprise, managers of post-production assets can analyze data growth, designate projects to be archived, and access archived data exactly as if it were still on the primary storage. They can also do a "bulk recall" of projects that are ready to become active again. Storage administrators and managers of post-production assets can now work together to modernize data management.

WHY KOMPRISE?

Komprise offers a simple way for organizations to efficiently manage data sprawl. Its analytics-driven data-management software enables you to quickly identify inactive data and assess the ROI of moving it to a lower-cost cold storage platform. It also enables the migration of the data, whether to on-premises or cloud storage, with complete transparency to end users. With no hardware to deploy, Komprise is fast and easy to install.

- Single solution that works across NetApp, EMC, IBM, AWS and other storage
- No static stubs that get corrupted or orphaned
- No storage agents
- No data virtualization or changes to the hot data path or metadata path
- Native access to moved data
- No expensive licenses
- No scaling limits
- No manual QoS management needed

For more information, go to **komprise.com**.

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