

SELECT PARTNER

PARTNER PRODUCTS

- ClarityNow

EMC PRODUCTS

- ECS
- Isilon

MEDIA & ENTERTAINMENT

ESSENTIALS

- **Manages Extreme Content Growth**
- **Unified View of M&E Files & Objects Across All Storage Technologies**
- **High-Speed Index & Search**
- **End-To-End Solution**
- **Bi-Directional Data Movement**
- **No Stubs or Symlinks**
- **ClarityNow is Outside the Data Path**

EMC²
BUSINESS
PARTNER

SELECT



DataFrameworks

SOLUTION OVERVIEW

Technology Connect

ABOUT DATAFRAMEWORKS

DataFrameworks file management software, ClarityNow, resolves critical file management challenges for media and entertainment workflows. ClarityNow has an ROI-focused architecture with purpose-built features and benefits for both IT departments and end users, including video and motion graphics editors, engineers and digital artists.

ECS, ISILON & CLARITYNOW

M&E end users are in the best position to decide if data is needed for a media workflow hosted on a high-performance file system or if the data should be archived. The combination of Dell EMC Isilon scale-out NAS, ECS object storage, and DataFrameworks' ClarityNow provides a best of breed solution that simplifies the management of data across file and object storage systems used in media workflow environments.

The ClarityNow "single pane of glass" offers an immediate, unified view of all data stored either as file or object. Its high-speed search assists end-users to remember where they put their data and to act on the data. End users may append user-defined metadata tags that move with the data independent of the underlying storage technology. Users can also move data between file and object storage systems using the ClarityNow data mover (or other third-party solution). When files are moved to objects, ClarityNow preserves the file metadata with the object. This makes it possible to move data from an object back to a file without losing original file system attributes (vice versa).

MANAGING DATA ACROSS FILE & OBJECT STORAGE

Many media and entertainment organizations today run workflows that create petabytes of unstructured technical data and rich media content.

The rate of data generated from M&E workflows is staggering and is outpacing the capabilities and economics of traditional storage infrastructures. Organizations are responding by implementing a mix of file and object storage. Object storage like Dell EMC ECS is a cost-effective solution for the long-term retention and sharing of data. File-based storage systems like Dell EMC Isilon provide the required performance required by technical workflows.

Also, the nature of M&E workflows often involves a number of software applications. The output of one application becomes the input to another application. Video and motion graphics editors, engineers, and digital artists add "value" as data passes through each step of a workflow. This expert value-add is expensive and may not be captured 100% at each step of the workflow. This makes it difficult to decide which data is valuable and which data could be discarded.

Hence, a new generation of data management technologies must be employed to effectively manage unstructured data across file and object storage systems.

DATAFRAMEWORKS KEY BENEFITS

SIDESTEP GATEWAYS & EMPOWER END USERS

Standing up a gateway (or protocol converter) is often employed as a strategy to unify file and object storage systems. However, this strategy breaks down at scale.

File-based and object-based storage technologies were designated with inherently different functionality and design goals. The implementation of gateways inevitably involves functionality trade-offs when attempting to combine underlying technologies.

The tradeoffs involved with gateway solutions typically involve:

- Performance & Throughput
- Metadata
- Disaster Recovery & Resiliency
- Complexity
- Data & Vendor Independence
- Cost Accountability

More importantly, most gateways do not provide capabilities for end users (scientist, engineers, etc.) to add 'value' to data or identify data that could be discarded. To make optimal use of both file and object-based storage technologies, end users must be able to catalog their data, find their data and take action on their data.

ABOUT DATAFRAMEWORKS

DataFrameworks, led by storage industry veterans and investors, is based in California with offices in Agoura Hills and Silicon Valley. ClarityNow is used by customers in industries including EDA, media & entertainment, life sciences, oil & gas, software development and others.

ABOUT DELL EMC

Dell EMC, a part of Dell Technologies, enables organizations to modernize, automate and transform their data center using industry-leading converged infrastructure, servers, storage and data protection technologies. This provides a trusted foundation for businesses to transform IT, through the creation of a hybrid cloud, and transform their business through the creation of cloud-native applications and big data solutions. Dell EMC services customers across 180 countries – including 98% of the Fortune 500 – with the industry's most comprehensive and innovative portfolio from edge to core to cloud.

CONTACT US

To learn more, contact your local representative or authorized reseller.



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