Flash in Media Production
Impressive Upgrade
But Not The Complete Answer

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Media Creation And Delivery Models Are Rapidly Changing
Changing The Role and Requirements For Storage
Always-on Society
High Definition Content
Faster Turnaround Times
Typical Media Workflow
Content Driven Media Workflow

- INGEST
- WIP
- ARCHIVE
- LONG TERM OFF-SITE
- DELIVERY
Content Driven Media Workflow

INGEST

WIP

ARCHIVE

LONG TERM OFF-SITE

DELIVERY
Content Driven Media Workflow
Storage Expectations

• Low Latency
• High Throughput
• Extreme Scalability
• Low Cost
• High Reliability
• Integrated
• Easily Managed
• Future Proof
Media Workflow Stage Challenges

Fast Acquisition of large content must be Archived

Rendering for Animation and EFX

Object Storage Highly Accessible Archive

Transcode for Delivery Formats
Flash in Each Workflow Stage

- INGEST
  - Fast Acquisition of large content must be Archived

- WIP
  - Rendering for Animation and EFX

- ARCHIVE
  - Object Storage Highly Accessible Archive

- LONG TERM OFF-SITE

- DELIVERY
  - Transcode for Delivery Formats
Flash Everywhere… Maybe
Summary

- High Speed Flash Can Accelerate all Stages of Workflow, but...

- Flash Is Not The Complete Answer
  - File Sizes continue to Increase
  - Accessible Archive is critical
    - A more intelligent workflow is Key
THANK YOU