

OVERCOME YOUR CONTENT MANAGEMENT HURDLES

MAKE IT EASY FOR CREATIVE TEAMS TO FIND AND RETRIEVE VALUABLE CONTENT FROM A GROWING ASSET LIBRARY



Quantum®

The Good and the Bad: Pitfalls of Rapidly Growing Content

As production and post-production studios take on more projects, many face significant challenges with content management. Creative teams struggle to find valuable, re-usable assets from previous projects and are often unable to retrieve those assets fast enough to accommodate tight deadlines for new projects.

Content sprawl is part of the problem. Your studio might store files across a variety of storage environments, from local drives to aging external storage systems or even individual external hard drives. Keeping content in multiple storage systems might not be a huge issue when you have only a handful of projects and clients. But as your business grows, you need ways to better organize and manage your rising volumes of assets so creative teams can find and retrieve what they need fast.

Finding content in disparate locations is tedious. If—and when—you want to reuse and remonetize stored content for new projects, you and your creative team members are faced with tedious, time-consuming processes. To find material, you might need to decipher notes on a clipboard, mount several external drives, or fire up old storage systems—while also trying to remember the names of projects and files. You then need to scrub through projects to locate the specific moments you want to reuse.

Keeping track of what you have is challenging. And of course, your team will only search for that potentially valuable content if you know it exists. But as you complete more projects, keeping track of what you have can be challenging. When you hire new team members, there is no easy way to transfer knowledge of what's hidden in the old hard drives stacked in the closet.

Reclaim the Value of Your Content

Improving the organization and management of content should be a top priority. With an efficient, effective way to organize and manage your growing volumes of assets, you can better realize the value of what you have, preserve your work for later use, and scale both your workflows and your business.

The first step in improving content management is understanding how ineffective management can negatively impact your business. By identifying your challenges, you can create a strategy for reclaiming the full value of your content.



UNDERSTANDING THE CHALLENGES

OF INEFFECTIVE CONTENT MANAGEMENT

You Could Be Missing Opportunities to Grow

What if you have an opportunity to create a documentary, but need to find every instance of a piece of content that contains a certain person, specific scenery, or anything with a bridge? How would you find it today?

Ineffective content management means missed opportunities. When you don't know what you have, fail to protect data from loss, or lack scalable workflows, you cannot successfully monetize your content or expand your business.

You don't know what you have

You might have content stored in multiple locations, including individual external drives, local drives in workstations, or in document-sharing services.

That content from completed projects is valuable. But you won't know how valuable it is—and you won't be able to maximize that value—if you don't know what you have.

Beyond lacking insight into completed projects, poor visibility into stored content can lead to other problems, including:

- **Inefficient use of storage:** You might have duplicate content spread across drives, taking up valuable capacity.
- **Potential gaps:** You might be missing files that were not properly archived, leaving you unable to reconstruct projects.
- **Poor collaboration:** Without knowing what you have—and where it is—your creative team members will not be able to efficiently collaborate on new projects.

Your content is vulnerable

Just because you've archived completed projects to hard drives does not mean those files will be available forever. Hard drives fail. Warranties on external hard drives often cover only a few years.

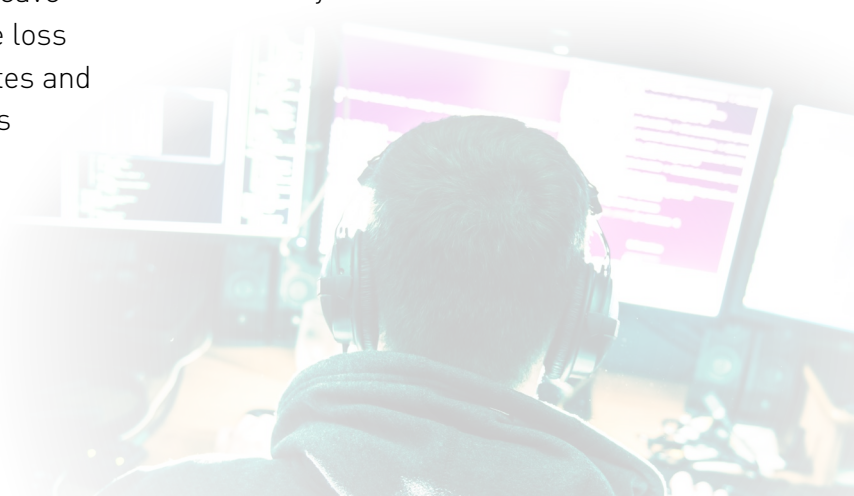
Your drives don't have to fail completely for you to lose data. You might think that data is stored safely, but silent errors could leave some of your content unreadable. The loss of metadata—such as file creation dates and camera information—can be nearly as damaging as losing clips.

When your content is spread across multiple systems, it can be difficult to monitor potential drive failures. And when drives begin to fail, shifting data to alternate drives can require time-consuming manual work.

You don't have a scalable workflow

Scaling your workflow—and your business—requires effective content management. As you take on more clients and projects, your challenges with storing, finding, and retrieving content will only be amplified.

If you implement scalable, centralized storage and efficient content management, you gain opportunities to increase the value of content at each step of your workflow. Instead of discarding B-roll during ingest or deleting project files after project completion, you can keep that additional content to jumpstart new projects or provide updated versions to your clients in the future.



A man with dark hair and a beard is shown in profile, looking at a computer monitor. The monitor displays a software interface with a grid of small, colorful icons. The scene is dimly lit, with the primary light source being the screen. The background is blurred, showing other desks and office equipment. The overall mood is professional and focused.

HOW TO IMPROVE CONTENT MANAGEMENT

KEEP YOUR CREATIVE TEAMS
WORKING AT PEAK EFFICIENCY

Implement a Multi-Faceted Strategy

For many studios, overcoming the challenges of content management requires a multi-faceted strategy—one that defines an asset-handling workflow and employs the right technology solutions.

Optimize your asset-handling workflow

1. Start by mapping your current workflow.
2. Then map the workflow you'd like to have, adding the steps for automatically enriching content or connecting to storefronts, asset monetization applications, and more.
3. Make sure you are tracking content at each point in your target workflow—from ingest to enrichment to archive.
4. In addition, build in processes to reduce the possibility of data loss. For example, if you only have one copy of a file during ingest, develop a plan for creating multiple copies.

Adopt a scalable storage platform

You need a storage platform that can provide the scalable capacity for holding a large and growing asset library. That platform should enable you to use multiple drives to create a single, centralized volume or data store.

- Your storage platform must be able to grow with your business, but without “forklift” upgrades. You should be able to add storage capacity without having to move all of your content off of your existing environment and onto a new one. The right storage platform will enable you to expand the size of its volume and add more capacity seamlessly.
- At the same time, the storage platform must meet your performance needs. When your team members need files from your asset library or archive, they should be able to retrieve those files rapidly.

- The right storage platform should also help you protect data by spotting potential hard drive—or digital tape—errors before you lose data. It should help automate the process of migrating data to avoid loss.

Key Ingredients for Addressing Content Sprawl and Managing Content More Efficiently

Optimized workflow: A process that integrates tracking and protecting content into each stage of your work

Centralized storage: A single, centralized storage platform

Efficient asset management: A solution that efficiently indexes media and makes it simple to search and access content

Compliant users: Team members who adhere to optimized workflows



Select a solution for organizing and searching content

The right asset management solution will play a key role in enabling creative teams to more easily find and retrieve content. Your solution should help you keep all content organized and make it easily searchable. It should create thumbnails of assets and support proxy files to enhance workflow efficiency. And it must work with other tools you already have in your editing suite.

Your asset management solution must also integrate seamlessly with your storage platform. Whether you have organized storage with files and folders, or you are using object storage, your asset management solution must make it simple to find and retrieve files.

Put your plan into action

1. Improving content management might require process and policy changes in your studio. Make sure your entire team understands the new expectations for asset tagging and handling at each stage of the workflow.
2. When you are ready to modify your existing workflow, start with the most valuable content. As you progress, be flexible. You might need to fine-tune your tagging schemes and media-handling procedures as new issues arise.
3. Monitor content at each step. Pay attention to duplicate and missing files to make sure you retain exactly what you need.

Implement Efficient, Effective Content Management with Quantum Solutions

StorNext 7 File System: Create a single, centralized storage environment with the StorNext® 7 File System—a software platform architected to manage data through its lifecycle, balancing high performance, data protection and preservation, scalability, and cost.

Quantum H4000: Take advantage of StorNext 7 software by using the Quantum H4000 high-performance storage appliance to host StorNext.

CatDV Asset Management: Organize, manage, and provide fast access to large volumes of digital media with CatDV, an agile asset management and workflow platform.





OVERCOMING THE CHALLENGES OF CONTENT MANAGEMENT WITH QUANTUM

Managing Content Sprawl: A Case Study

Studio FAMU

Background: Studio FAMU offers extensive film production and post-production resources to support a world-class education at the Czech Republic's Film and TV School of the Academy of Performing Arts (FAMU).

Challenge: The studio needed scalable, centralized storage to support more than 450 student projects every year.

Solution: StorNext File System

Benefits:

- Made it easier to find files, protect data, and maintain policies with a single, centralized storage environment.
- Scaled to support 450 student projects per year, including a growing number with 4K files.
- Gained easy remote file access from any location, using a wide variety of devices.
- Improved long-term archiving capabilities, preserving student work indefinitely.
- Streamlined sharing of completed student films with film festivals and others through MAM integration.

READ THE FULL SUCCESS STORY:

www.quantum.com/en/resources/customer-success/studiofamu



The Quantum StorNext solution enabled us to centralize our storage, provide easy access to files, and enforce some discipline for the use of storage as part of the creative process.

Ondřej Šejnoha,
Director, Studio FAMU

Transforming Asset Management: A Case Study

Louvre Museum

Background: Opened in 1793, the Louvre is one of the world's largest and most famous museums. It hosts a variety of conferences, symposia, and live musical performances each year that are captured on video.

Challenge: The museum needed an asset management solution that could simplify search and retrieval of video content for creative teams while preserving an existing workflow.

Solution: CatDV Asset Management Platform

Benefits:

- Simplified search and retrieval of video assets on the museum's SAN.
- Streamlined migration, saving weeks of work.
- Preserved the existing media workflow, rather than forcing creative teams into a new way of working.
- Maintained tight security with database integration.

READ THE FULL SUCCESS STORY:

www.quantum.com/en/resources/customer-success/louvre

LOUVRE

“CatDV's Worker Node provides powerful tools that organize media on our SAN, while the CatDV Web Client provides access to the media throughout the Louvre, making search and retrieval very simple.”

Samuel Brosset,
Technical Manager, The Louvre

TAKE CONTROL OF YOUR CONTENT

Content management challenges are all too common among production and post-production studios. Addressing those challenges is critical for empowering your creative teams to make the most of the assets your studio is creating.

Implementing a single, centralized storage platform with the right integrated asset management solution can help you better organize, manage, and provide access to your stored content. By fine-tuning your team's workflow, you can make sure media is correctly tagged from the start, completely preserved, and rapidly retrievable in the future. These new solutions and processes provide a powerful foundation for maximizing the value of your content so it delivers a competitive advantage as you grow your business.

Explore Quantum solutions for media and entertainment:
www.quantum.com/just-got-easier

Quantum®

Quantum technology and services help customers capture, create, and share digital content—and preserve and protect it for decades at the lowest cost. Quantum's platforms provide the fastest performance for high-resolution video, images, and industrial IoT, with solutions built for every stage of the data lifecycle, from high-performance ingest to real-time collaboration and analysis and low-cost archiving. Every day the world's leading entertainment companies, sports franchises, research scientists, government agencies, enterprises, and cloud providers are making the world happier, safer, and smarter on Quantum. See how at www.quantum.com.

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