

# APPLICATION VIRTUALIZATION FOR MEDIA PRODUCTION

## TODAY'S PRODUCTION ENVIRONMENTS ARE COMPLEX AND COSTLY

Video editing and production applications constitute a complex, interconnected system of software, operating systems, and underlying hardware. A typical environment consists of a range of hardware with prescribed operating systems running tightly managed sets of applications such as ingest, browsing and logging, editing, graphics and effects, render, transcode, and more. Often each media project or production environment will require its own end-to-end mix of workstations, tools, and servers to meet uniquely demanding production requirements. Once in place, outages or downtime may result in delayed deliverables and frustrated staff. The efficiency of the entire system is dependent on how quickly it can be configured and deployed and how easily it is to maintain.

## VIRTUALIZING PRODUCTION INFRASTRUCTURE IMPROVES SPEED AND REDUCES COST

Deploying virtualized infrastructure is a powerful approach to providing the rapid availability, performance, resilience, and cost savings important to large-scale production environments. With a virtualized infrastructure, it's possible to quickly spin-up and spin-down environments based on need. This is particularly key when addressing ancillary applications such as review, approval, and logging tools or MAM, collaboration, or media lifecycle tools. With virtualization, resources can be added to workstations or servers on-demand without major reconfigurations. Utilization of software licenses and underlying hardware can be optimized through resource sharing between groups of virtual machines.

While the benefits of virtualization are well known outside of the media and entertainment space, virtualization of application infrastructure remains rare for video editing and production architectures. This is due to the exceptional demands for performance, reliability, and parallel asset access that occur in even smaller production deployments. Most existing infrastructure components, particularly storage systems, are simply unable to meet these challenging demands.



## VIRTUALIZED INFRASTRUCTURE BENEFITS

- Deploy media applications in minutes, compared to days or weeks on physical hardware
- Agile on-demand resource allocation. Independently scale performance and capacity in real time.
- Protect projects and keep employees productive with high availability and rapid recovery from failures
- Patch and refresh servers and workstations simply, with minimal impact on productivity
- Simply, quickly replicate applications to local or remote systems
- Improved stability leveraging templates to deploy new environments according to the standards defined

## PURE STORAGE ENABLES VIRTUALIZATION FOR MEDIA PRODUCTION

Pure Storage has challenged the status quo of storage in media editing and production environments. By enabling the reliable, large-scale virtualization of production hardware and software, we help media and entertainment companies deliver projects faster, at a lower cost, and more reliably than ever before. Pure Storage is VMware Ready certified and helps you virtualize, accelerate, and consolidate demanding production environments. It's effortless to manage and pre-integrated with VMware management tools to reduce administrative overhead and help you automate common tasks.



### PURE STORAGE FLASHARRAY

FlashArray is an all-flash block storage system optimized for low latency, high performance workloads such as infrastructure virtualization.

FlashArray provides a reliable high-speed data platform for media that is effortless, efficient, and evergreen providing everything you need to consolidate workflows and applications – databases, virtual machines, analytics – on a single system.

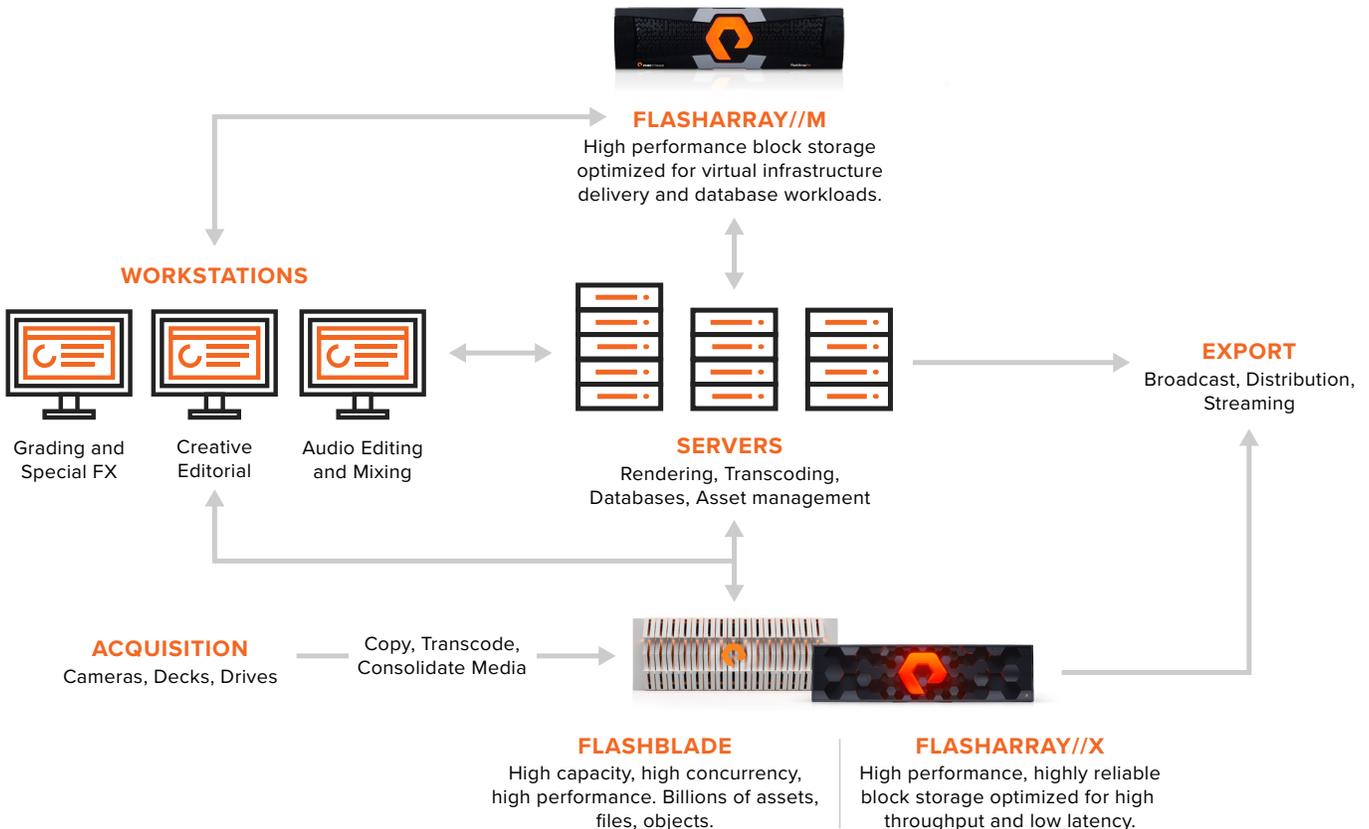
FlashArray is widely deployed in virtualized environments, providing hundreds of thousand of IOPS at latencies below 1ms.



### PURE STORAGE FLASHBLADE

FlashBlade™ is an all-flash file and object storage system designed for large data sets (millions or billions of objects) and capable of handling tens of thousands of concurrent file access requests.

FlashBlade is designed to support applications and workflows connecting to media assets with a high degree of concurrence (simultaneous access) while providing best-of-breed performance in all dimensions of concurrency – including more than 500K IOPS, and >15GB of bandwidth.



## DELIVER PROJECTS FASTER – WITH LESS OVERHEAD

With a virtualized production environment built on Pure Storage, you can make vital systems available faster, reduce complexity and management overhead, and improve software and equipment utilization – dramatically reducing overall costs while speeding up project delivery. With Pure Storage you can accelerate every aspect of the media lifecycle on a single, simple-to-manage platform. Pure Storage systems are proven resilient – FlashArray has greater than 99.9999% availability in production – and replication is built-in so even in a system failure, your team can rapidly back up and recover virtualized applications. This enables predictable performance that your team can count on – allowing them to concentrate on what matters most, creating amazing content without limitations.

## PURE STORAGE BENEFITS



Proven 99.999% availability in production environments



Protect against array/rack/site failure leveraging active/active storage clustering



Simplified replication and recovery to protect assets and maintain productivity



Supports large teams working with massive numbers of assets in parallel



Reduce cost leveraging Pure's industry leading deduplication and compression



Patch environments in 1/3 the time leveraging Pure's instant snapshot technology



All-flash performance accelerates workflows of all types