pixitmedia
by DataCore

MediaCloud and Pixitmedia Bring Object Matrix as a Service to Africa

CASE STUDY

MediaCloud

Background

Based in South Africa, MediaCloud Networks provides lightning-fast internet, telecommunication, and cloud solutions to the media industry, enabling broadcasters, media companies, filmmakers, and regular business organisations to access and share content efficiently. With a team of dedicated media professionals, Media Cloud has a deep understanding of the challenges faced by their customers and has been solving complex workflow problems for many years.

As a certified and trusted partner of Pixitmedia, Media Cloud Networks has been promoting and selling Object Matrix, the media-focused private cloud-based on object storage, to customers across the region including Multichoice.

However, with increased demands for tapeless and cloud-based workflows, MediaCloud realised the need for a scalable and secure multi-tenancy storage platform, delivered as a managed service.

Challenge

MediaCloud has had great success deploying Object Matrix on-premise across the region. However, as its client base has grown, more and more media companies were demanding a Disaster Recovery setup should anything unavoidable happen on-site. This can be implemented by installing a second Object Matrix in a separate building with seamless replication from the primary Object Matrix, however, with many companies limited to just one site, an alternative was needed.

MediaCloud works with a number of organisations requiring a tapeless, easy-to-access storage platform but simply do not have the space on site for an on-premise Object Matrix solution.

Public cloud was an option but there are limitations with metadata, speed of access when uploading/downloading assets using only the public internet, and the costs associated with Egress when you need your content back.

MediaCloud had a list of requirements to meet the demands of providing seamless offsite Disaster Recovery to existing customers as well as Object Matrix as a service to South Africa and beyond.

For Disaster Recovery - the storage platform needed to be fast and easy to access in the event of an emergency with a simple interface to access the replicated assets if/when needed. It also needs to be secure, robust, support multi-tenancy requirements, and scalable to meet the growing business needs as well as cost-effective.

For Object Matrix as a service - the storage platform had to also be fast and accessible with a simple intuitive media interface. Besides being highly scalable and flexible, it needed to offer dedicated connectivity for fast access as well as public internet. Security was absolutely not negotiable to protect valuable content. Integrations to existing workflows and applications would be ideal and needed to be cost-effective.

The Solution

Having worked with Pixitmedia for many years and with experience of deploying Object Matrix as certified Pixitmedia partners, MediaCloud had a deep understanding of the technology and the benefits it could bring.

"I am really excited to be working closely with Pixitmedia to deliver a service. Pixitmedia really understands us, our clients, and the challenges faced. Its solutions are perfectly geared towards media workflows and can integrate easily with any combination of different systems. Thanks to this implementation, we can now offer our customers storage as a service that can be scaled at any time, is extremely secure, performs well, and is easy for them to access whenever needed."

Marc Eckstein
Managing Director, MediaCloud

Mediacloud chose to implement Object Matrix and to deploy Object Matrix as a service to its customers over the fast nationwide network it had already connected its customers to. Customers included South Africa's largest three broadcasters, post facilities, and production houses, from Red Pepper Pictures to Clearwater and Homebrew Films, as well as a number of the country's largest advertising agencies who were in short term need of a solution like Object Matrix as a service.

Having its own on-premise Object Matrix means that MediaCloud can now offer a fully hosted cloud service - Object Matrix as a service and deliver all of the required benefits that its customers had been asking for.

Mediacloud customers now benefit from using a super cost-effective cloud storage service that is scalable and can grow with the business, knowing that their content is protected on the most secure and robust platform. Connectivity to Media Cloud's Object Matrix as a service is available on the internet or through MediaCloud's fast dedicated network, with access via file system on a local machine or using 'Vision', the web-

based asset management tool that enables easy search and share capabilities. The commercial aspect of the service is very transparent, with predictable storage costs and no additional penalties to access content (Egress).

MediaCloud has also benefited by having a multi-tenancy platform it can offer to all of its customers, that it can scale seamlessly as required and that enables the protection and security of its customer's valuable content whilst giving them easy access.

As a media-focused private cloud storage solution, Object Matrix has been designed to meet the challenges faced by organisations creating, ingesting, logging, editing, sharing, distributing, and archiving video content. It can be deployed as a hybrid cloud platform, which means that it uses a mix of on-premise private cloud and third-party, public cloud services with the orchestration of content between the two platforms. This means that content can be shared as needed but is tightly integrated to ensure seamless synchronisation of content and metadata.

Object Matrix as a service's integration with AWS enables global collaboration and further elasticity.

As well as being easily integrated into MediaCloud's existing ecosystem, Object Matrix can integrate seamlessly with any number of varying formats and workflows at client sites.

The Workflow

MediaCloud hosts Object Matrix in its secure facility with a number of vaults (workspaces) per customer which are customised to their requirement to enable multi-tenancy from a single platform. Thanks to tight security and audits, MediaCloud ensures each customer is only able to access their own archive, and individuals within that organisation can also be assigned different permissions.

Customers can access their own files via:

Vision

A simple and intuitive web interface that enables users to view lower-resolution versions of the content within the archive and access the high res versions. Assets can be found using extracted or tagged metadata, proxies can be played out, and content can be easily shared between the network.

DropSpot

Which is a data asset management tool that allows users to tag objects with metadata during ingest.

MXFS

A locally mounted file system giving access to content in Object Matrix . Users can browse, playback, and perform basic edits using MXFS.

With Object Matrix as a service, MediaCloud offers low-latency connectivity to its clients who use the solution as a nearline archive.

The Future

MediaCloud is now able to offer a service that is in high demand. Over the coming months, the service can grow with the requirement. Focused currently in South Africa, MediaCloud is also hoping to expand the service to the rest of Sub-Saharan Africa.
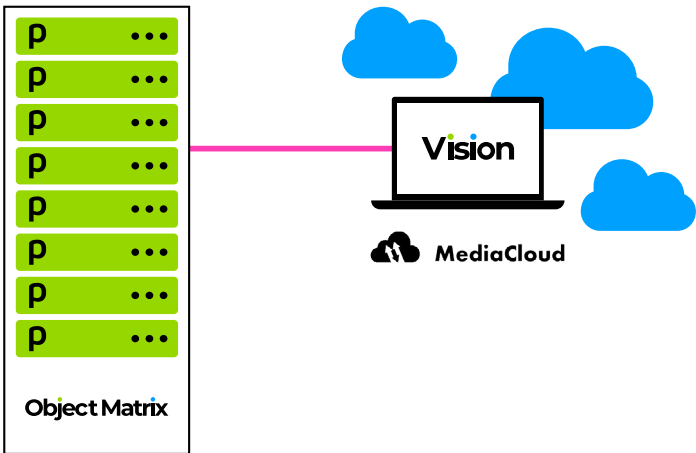
"MediaCloud is a great company with a similar ethos to us. Like ourselves, MediaCloud specialises in the media industry staffed by media experts, meaning they are able to deliver a high level of technical knowledge and support. That, coupled with a specialised world-class solution, is a winning combination for its clients across the region. We are now in a great position to offer offsite Disaster Recovery for existing customers and Object Matrix as a service to organisations across Sub-Saharan Africa, which is very exciting."

Peter Watling
Sales Director, Pixitmedia

MediaCloud Networks is a niche market internet, telecommunication, and cloud services provider that was established to meet the demanding needs of the Film, Television & Media industries. The primary difference between MediaCloud Networks and other service providers is that its team is made up of experts who have worked cross-functionally within the Film, Television, Media, and telecommunication industries at all levels. It offers unrivalled experience and expertise in understanding the workflows, requirements, and challenges that these industries face on a daily basis. **mediacloud.tv**

Pixitmedia by DataCore, is a leading provider of intelligent content and metadata management solutions for the media and entertainment industry. We go beyond storage to deliver a smarter ecosystem for media workflows, with end-to-end solutions that combine high-performance file, nearline, and archive platforms with metadata enrichment, indexing, and search. Enabled by data orchestration tools, our multi-tier technology simplifies content management and migration to ensure media assets are always where our customers need them.

Pixitmedia's innovative solutions integrate seamlessly into existing M&E workflows, optimizing efficiency and collaboration at every level - from ingest to archive to delivery. With Pixitmedia, content is always searchable, secure, and available whenever it's required.

For further insights, visit:

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