pixitmedia
by DataCore

The Ark: Elevating and Automating Media Management with Scalable Storage Solutions

CASE STUDY
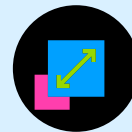
Workflow Wins

Optimized workflow processes

Automated metadata and data management

Seamless integration with existing applications

Repurpose and monetization

Scalability for future growth

Overview

Faced with scalability and access restrictions with its existing object storage solution, The Ark required an alternative platform to meet the demands of managing a growing media library. To overcome its challenges, the post-production company chose to integrate Pixitmedia's scalable, cost-effective storage platform, Object Matrix. This technology upgrade allowed The Ark to modernize its workflows, enhance content accessibility, and improve media and metadata management, contributing to increased reuse and monetization opportunities.

Background

The Ark is a UK-based independent post-production organization that specializes in servicing the delivery requirements of leading content owners and distributors.

Its services include Quality Control, Film Transfers, Full Restoration and Remastering, and Editing/ Audio suites. It maintains its quality of service through investments in new technologies to improve workflows, creates the best solutions possible, and allows customers to monetize their programs.

The Challenge

The Ark needed to expand its storage infrastructure to meet the demands of a growing media library and the increasing demands for instant access to the archive. The Ark's existing object storage provider was becoming expensive to maintain and expand, and the media management processes were being hindered by the existing storage, with it not allowing for workers to access and share content freely and quickly due to its lack of automation.

"With a huge amount of content being housed in our housed storage system, we are looking for a cost-effective way to do this whilst keeping the high level of functionality, security, and elasticity of object storage. We have been really impressed with Object Matrix, which addressed our needs technically and commercially, by being secure and intuitive whilst being extremely easy to migrate existing content onto. The other big benefit was having local support, which was key to our decision-making. Pixitmedia's applications enable us to quickly search and reuse out content, and now that we have the future proof platform our business can grow with, we can start to introduce further workflows that include implementing disaster recovery."

Dan Martin
CTO, The Ark

With The Ark priding itself on its quality of service and quick turnaround, they identified that it needed a storage system that could improve business efficiencies; it needed a system that allowed workers to manage content quickly through automated metadata extraction and application integration. Due to the nature of its work, The Ark had lots of content that could easily be lost without the correct tagging processes. This highlighted the need for a storage system that would allow for automated tagging to improve cost-efficiencies and reduce the need for workers to input the information manually. This would also enhance The Ark's ability to find and repurpose content, resulting in increased opportunities to monetize archived content.

The Ark needed a flexible and secure storage solution that could maintain a high level of functionality. Additionally, it required:

- Migration of content from the existing storage system

- Integration with existing media management applications, (including API testing)

- Automation of data management

- Fast access to content on a new storage system

- Disaster recovery capabilities

- Scalability for potential expansion

Protecting and Managing Content with Object Matrix

BThe Ark chose to protect and manage its data content by adopting Object Matrix, the media-focused object storage platform from Pixitmedia. Object Matrix presented a scalable and cost-effective solution that incorporated automation and integration into streamlined processes.

The Ark wanted to deploy a storage system from a company that offered local support. The Object Matrix platform offered both predictability in terms of cost as well as high-quality support.

Due to Pixitmedia specializing in the media industry, The Ark was confident that Object Matrix offered the scalability and flexibility required to grow its services now and in the future. Object Matrix is a future proof platform (paired with proven digital content governance), supporting multiple media

workflows and protocols which met The Ark's need for an intelligent storage solution.

With assistance from Pixitmedia integrator CCK Media, The Ark implemented 1PB of Object Matrix storage and began the migration of content from the existing storage solution. It liaised with The Ark's existing media application providers to ensure a seamless transition and integration with Object Matrix. This included creating bespoke MAM API integration for CPPS which required API and testing by CPPS. Additionally, Pixitmedia changed The Ark's use of Aspera so that it utilized Object Matrix's object storage as opposed to unsecured space. Its implementation saw a smooth transition from the original storage solution.

Following implementation, The Ark was able to modernize its workflows due to the platform's flexibility and integration. Existing content was easily migrated and tagged appropriately to reduce the time spent on media management, allowing The Ark to quickly and easily locate and utilize existing content.

"The Ark is an extremely innovative and forward-thinking post-production company, offering a wide range of services alongside the production of long and short-form content. Its storage was already set up with well-structured content, so integrating Object Matrix into the workflow was seamless. It has been a great pleasure to work with the fantastic team and see the transformation, and I look forward to working with The Ark for the long-term future."

Peter Watling
Senior Sales Director, Pixitmedia

The Ark is planning to implement Object Matrix'sMatrixStore's disaster recovery capabilities to safeguard the company from disruption, enabling business continuity in the event of downtime. In the future, The Ark intends to utilize Object Matrix to unify its content from several sites. It is also exploring the option to of offering its services to external clients, using Pixitmedia's Vision. **theark.uk.com**

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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.

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hello@pixitmedia.com | pixitmedia.com