Digital Media Collaborative Workflow Powered by IBM DS System Storage

Increase digital media performance with high availability and high scalability modular storage for Mac OS X

Highlights

- Enhance your video and rich media applications with fast, reliable, and flexible high-end enterprise storage

- Consistent high-performance bandwidth for media intensive video streaming environments

- Performance tuned solutions provide high availability access for your pre and post production needs

- Manage access and store all types of streaming video, rich media and metadata across homogeneous environments

Streaming video, online social media groups, web broadcasting and new information technologies are driving growth in the already content-rich Media and Entertainment (M&E) industry, which is expected to exceed $84 billion* in revenue. Video professionals and content developers have long purchased proprietary storage solutions from niche vendors because they were the only products that were custom tailored to work with the applications of this marketplace.

In recent years, the M&E industry transformation to all digital content and accelerated workflow requirements of the video professional are driving the need for more sophisticated, high-end configurations, which require multiple users to share access to large amounts of data while maintaining the high-throughput performance required for the rich media and content applications they serve.

To cost effectively realize this industry transformation, SAN-based Storage Systems are needed which support Mac OS X, along with sharing of massive volumes of media content in a resilient (fail-over and fail-back) manner. Recently, numerous customers have asked IBM to provide a mid-range SAN-based Storage System option. The IBM System Storage DS3500 and DCS3700 systems, with their industry-leading performance, configurability, modularity, price, and scalability are ideally suited to provide a high availability solution for applications such as Apple's Final Cut Pro.

The IBM Digital Media Solution combines high-performance IBM System Storage DS series used in conjunction with ATTO's Celerity line of quad/dual/single port 8Gb FC HBAs and Quantum's StorNext File System software to provide the infrastructure needed for content developers and video professionals to easily access, transfer, archive data, with the flexibility to scale performance and capacity to the various workflows.

Digital Media Solution

DS Storage provides flexibility to scale and tune performance for media applications such as broadcast production

- The IBM Digital Media Solution, designed to meet the demanding open-systems requirements of modern media and entertainment applications is backed by the industry-leading performance, multi-dimensional scalability, and unprecedented investment protection of the IBM DS series storage
- The high availability features of the IBM DS3500 and DCS3700 storage ensures users have always-on 24x7 up time and constant access to their data
- The high-density enclosure, EXP5060, in just 4U of rack space supports 60 1TB SATA drives, (maximum 480TBs supported) reducing operational costs for media archive applications

Multiple Mac environments with accelerated work flow demands that need to share a pool of storage to improve data access, archive, and easily transfer data among content developers

- The ATTO multipathing and load balancing drivers allow Mac users to pool, share and centrally manage storage resources for improved storage utilization, scalability and work flows
- The ATTO HBAs support up to four paths to IBM storage array, effectively increasing the performance 4X to the storage system volume

Provides High Performance File sharing capability for collaborative workflow applications

- StorNext a high-performance, heterogeneous shared file system, enabling multiple servers to access a common disk repository regardless of OS type
- Servers — run StorNext File System client code which identifies and provides access to share applications of any size across tens of thousands of clients.
- Optional StorNext Storage Manager component to migrate files from primary DS Series storage to secondary storage based on user-defined policies.

Features

- Flexible, high-performance data access
- Grow your storage dynamically as required
- Mix storage disk drive options (FC/SATA/SAS) to match performance and archival needs
- Heterogeneous support for most operating systems allows client to access media files
- Redundant controllers "pay-as-you-grow" scalability, for the most demanding capacity and availability requirements
- Unique host interface cards designed to provide investment protection and life cycle longevity

Benefits

- Digital media content management — Automate, create, and edit media files that can be easily transferred
- Enable concurrent file sharing, manage all types of video and media content, including metadata
- Data management and protection: automatically store, backup, and recover data
- Allows a high-availability connection from clients to storage so that users are assured to have constant access to their data
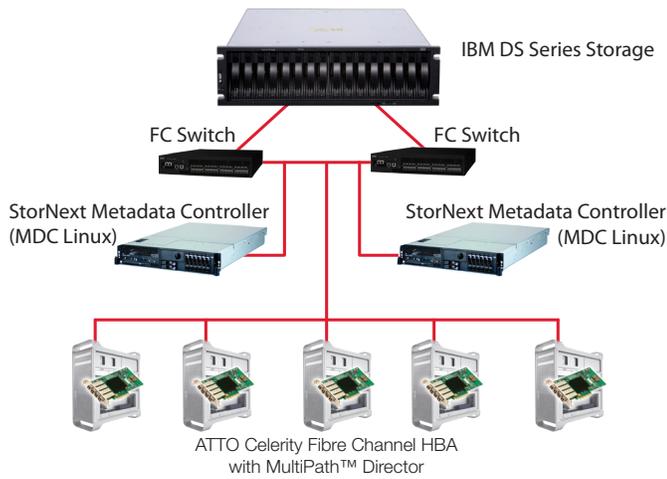- Protect your work with proven RAID technologies

IBM DS Series Storage

FC Switch   FC Switch

StorNext Metadata Controller
(MDC Linux)

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(MDC Linux)

ATTO Celerity Fibre Channel HBA
with MultiPath™ Director

For More Information

DS DS System Storage: www-03.ibm.com/systems/storage/
disk/ds3000/index.html

ATTO: www.attotech.com/solutions/IBM

Quantum StorNext: www.stornext.com

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