

# Digital Media Collaborative Workflow Powered by IBM DS System Storage



---

## 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
- 

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

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



©Copyright IBM Corporation 2011

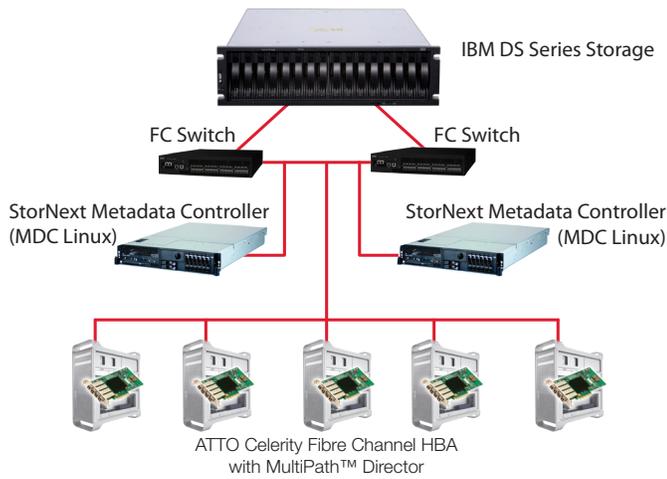
IBM Systems and Technology Group  
Route 100  
Somers, NY 10589

Produced in the United States of America  
August 2011  
All Rights Reserved

IBM, the IBM logo, [ibm.com](http://ibm.com) and System Storage are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol ("®" or "™"), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml).

This document could include technical inaccuracies or typographical errors. IBM may make changes, improvements or alterations to the products, programs and services described in this document, including termination of such products, programs and services, at any time and without notice. Any statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only. The information contained in this document is current as of the initial date of publication only and is subject to change without notice. IBM shall have no responsibility to update such information.

IBM is not responsible for the performance or interoperability of any non-IBM products discussed herein. Performance data for IBM and non-IBM products and services contained in this document was derived under specific operating and environmental conditions. The actual results obtained by any party implementing such products or services will depend on a large number of factors specific to such party's operating environment and may vary significantly. IBM makes no representation that these results can be expected or obtained in any implementation of any such products or services.



### For More Information

DS DS System Storage: [www-03.ibm.com/systems/storage/disk/ds3000/index.html](http://www-03.ibm.com/systems/storage/disk/ds3000/index.html)

ATTO: [www.attotech.com/solutions/IBM](http://www.attotech.com/solutions/IBM)

Quantum StorNext: [www.stornext.com](http://www.stornext.com)