Lyve Cloud for Media & Entertainment

Workflow-optimized cloud storage for efficient data management and secure collaboration.

Challenge Summary

- The media industry is always seeking innovations that contribute to efficient data storage to avoid running out of optimal space to store files.

- Digital transformation, along with the COVID-19 pandemic, have led to the need to create even more content—all with higher resolutions and delivered at a faster rate.

- As businesses continue to adopt a work-from-home model, they're looking for the most convenient collaboration workflows to access data on demand with easy transportation.

- Post-production teams need the most optimized solution for work, with tasks such as editing, backup, archive, repurposing, and sharing.

- Media and entertainment (M&E) companies are in high demand to produce engaging content, all while using cost-effective infrastructure and storage solutions that continuously reduce production cost.

- Lost or damaged files resulting from theft, piracy, and other liability issues has the potential to disrupt the media workflow. This is also true for files that must be recreated—if, of course, that's even possible.

- M&E companies not only work with large video or audio files, but also contribute to other important workflows and features—including special effects, soundtracks, additional merchandise, and photography—that require the most efficient and collaborative storage solutions.

Introduction

The growth of media is rapidly changing, and the need to create and deliver higher definition content is increasing—all while adhering to cost-effective budgets. Audience interests and habits are also constantly adjusting to new trends, thereby forcing M&E companies to seek new avenues for creating engaging content.

As digital content increases, challenges for M&E companies become even more prominent. Businesses are concerned that their solutions are out of reach in their budget, with unnecessary costs and egress charges. Some on-premises infrastructure is outdated, as well as expensive to replace or scale. Large data sets must be ingested into existing workflows quickly, but increased speeds inevitably raise costs.

Security concerns with piracy, data loss, damaged files, and data leaks have challenged companies to find the most secure solutions for keeping data safe at all times. Further, the COVID-19 pandemic has forced M&E companies to seek new approaches to collaborating efficiently on content while working from home.

Technology is continuously evolving and enabling businesses to consider new options such as cloud and mobile—both of which are necessities for capitalizing on new market opportunities. Today's M&E businesses have started to realize the potential of cloud and are rapidly adopting cloud-based technologies that deliver the industry's best performance through scalable, cost-effective, and agile solutions.

Predictable Cloud Economics

Lyve Cloud's pricing model provides an effective solution that can satisfy the requirements of any budget. With a pay-as-you-go model and zero add-on charges or egress fees, businesses know exactly what they're paying for. Moving large data sets from production into the cloud or for backups and archives doesn't require additional costs outside of storage. Further, it can be managed quickly without disruption.

The cloud model removes the need for additional on-premises infrastructure, which is costly and inefficient to manage, scale, and maintain over time. With Lyve Cloud, operating expenses can be reduced and reallocated to other necessary production costs. Lyve Cloud makes it affordable to ingest data into workflows, collaborate effectively, and create cutting-edge digital media.

Solution Summary

Lyve™ Cloud from Seagate® empowers M&E companies to harness the power of efficient workflows, cost-effective solutions, and scalable media collaborations. Now teams can simply create, produce, and deliver media while keeping pace with the growth of digital transformation.

Benefits Summary

- **No Vendor Lock-in and Predictable Costs:** Lyve Cloud offers simple and predictable pricing with no lock-in, zero egress fees or API charges, and a pay-as-you-go model. Moving, accessing, and working with data is now cost effective and easy to use. Customers pay only for the storage they use for however long they use it.

- **Limitless Capacity:** With Lyve Cloud, M&E companies can centralize media storage for content creation, production, backup, archive data—managing it holistically in one scale-out storage repository. Teams can scale their storage according to their media growth and development as demand for content increases. Lyve Cloud also uses Lyve Mobile for simple, efficient, and agile data transfer services for on-set of off-set production data, as well as migration to cloud storage

- **Speed and Data Availability:** Lyve Cloud is located at the metro edge in collaboration with Equinix. This enables teams to ingest all production footage into the workflow seamlessly and quickly, making it easily accessible whenever needed. M&E companies can use it with applications and their choice of compute power in private or public data centers.

- **Security:** All data within Lyve Cloud is encrypted at rest and in flight from end to end. Data in Equinix's data centers is stored within a private network, with all files encrypted in transit and at rest.

- **Digitization:** Scan, digitize, and migrate your film archive to Lyve Cloud and repurpose it with Lyve Managed Migration.

Mass-Capacity Data Migration and Transfer

With the growth of quality, high-resolution content, the ability to mass-capacity data is critical to the collaborative efforts of M&E companies. Lyve Mobile enables businesses to take complete control of their data migration workflows in private-, public-, or hybrid-cloud environments, delivering simple, scalable storage quickly and efficiently. With Seagate's flexible subscription model, M&E companies pay only for the Lyve Mobile systems they need when they need them.

Given the latency and bandwidth issues that come with high-capacity digital media files, traditional IT infrastructure and other transfer services create challenges when it comes to managing large amounts of data. Lyve Cloud works seamlessly with Equinix to host all data at the metro edge. This means data is stored at private data centers that are closer to where it's consumed and generated.

Edge storage solutions put M&E companies in full control of how and when they store and analyze data, thereby streamlining efficient workflows and data processes that maintain pace with digital media transformation.

Acceleration in Data Storage

As data volumes increase, so too does the demand for businesses to find the fastest, most agile solution for data storage and migration. Lyve Cloud provides teams in M&E—including post-production, administration, and other important contributors—with multi-exabyte scalability that enables them to store as much data as they need for as long as they need it.

Data processed within the workflow will be accessible anywhere and can be retrieved as quickly as possible. Seagate's collaboration with Equinix, the world's digital infrastructure company, gives Lyve Cloud the ability to provide businesses the flexibility to choose compute for S3 workloads. All data is stored and managed at the metro edge, harnessing the power of interconnections to private data centers, cloud services, and other technologies that are necessary for digital media.
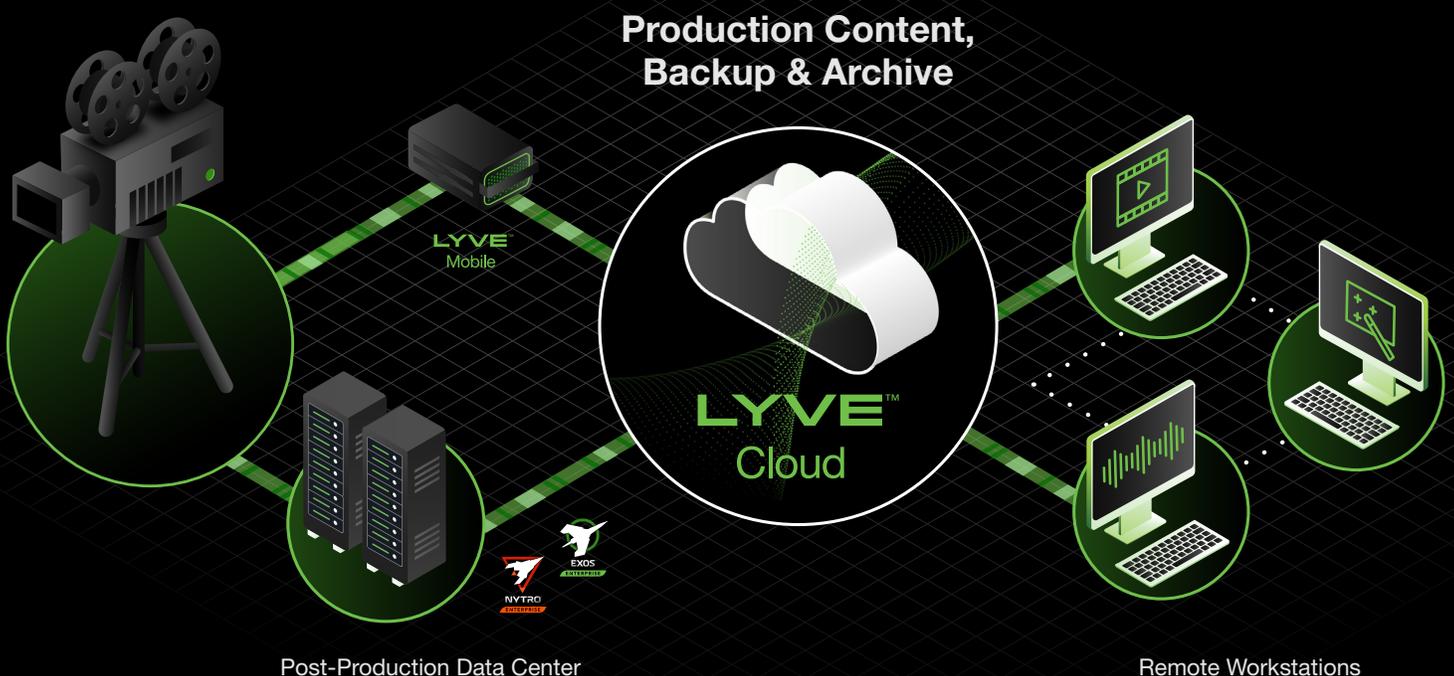
Secure and Certified Protection

The consistent growth of M&E has forced companies to focus on secure and certified options for data management and storage. Given the immense collaborative effort that goes into creating entertaining content and digital projects, transferring data and keeping it safe is a top priority for all M&E businesses. Lyve Cloud's world-class security safeguards data to the greatest possible extent. Both in transit and at rest, all data is encrypted and securely stored in the cloud and at the metro edge.

Theft, piracy, and other security threats are growing concerns in the digital age. When it comes to content creation, protection of the data workflow throughout production is key. Lyve Cloud is crafted for the highest availability and includes ransomware protection and enterprise-grade identity management features that safeguard data against potential attacks. Lyve Cloud's commitment to security is demonstrated by its ISO 27001 and SOC 2 certifications, as well as through white-box, black-box, and grey-box penetration testing of the S3 storage service—leaving no stone unturned.

Digital Workflow Enhancement

Lyve Cloud supports centralization of media workflows by streamlining shared storage. This improves collaboration, increases production, and simplifies communication—all while reducing costs. With help from on-demand data transfers delivered as a service via Lyve Mobile devices and the ability to migrate legacy tape and film material to the cloud via our Managed Migration Services, Lyve Cloud helps artists, editors, engineers, and other teams work together more efficiently using scalable, agile, and secure solutions. Leverage Seagate's more than 40 years of storage industry innovation to unlock more potential in the M&E industry.

Production Content, Backup & Archive

Post-Production Data Center

Remote Workstations

Lyve Cloud Benefits

- Crafted for high availability and durability
- Data encryption at rest and in flight
- Flat, predictable pricing
- No lock-in, API charges, or egress fees
- Ransomware protection against malware and potential corruption
- Accelerated data ingestion
- Full S3-compatibility

Conclusion

M&E is a rapidly evolving industry that's always changing. As such, M&E companies must strive to drive as much value into their media workflows as possible. Lyve Cloud delivers an efficient, agile, and secure scale-out storage solution capable of adapting to evolving collaboration and production efforts. Simple, trusted, and efficient, Lyve Cloud storage as a service is designed to work in alignment with the power of the M&E industry's continued digital transformation.

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