



Optimize Adobe Premiere with Data-Aware Scale-Out NAS

With today's highly distributed media production models, studios and production houses are looking for opportunities to streamline digital asset creation and editing workflows. Adobe Premiere is one of the leading solutions for non-linear digital video production, allowing limitless creativity but requiring a new ceiling in storage volume and performance. Qumulo has created the first data-aware scale-out NAS platform designed for throughput and IOPS-intensive digital media editing workflows with Adobe Premiere, allowing production houses to stop worrying about managing storage and focus on creating and managing content.

Real-Time Editing Workflows with Premiere

It's not uncommon for Adobe Premiere workflows to require some combination of direct-attached and network-attached storage—SMB or NFS—for network transport, often forcing production houses to choose between many different storage options. Production houses typically run into issues with traditional NAS platforms during processing: ingesting from the NAS onto the workstation is required before any editing or processing can happen because the NAS platform can't typically keep up with the throughput and IOPS requirements. Traditional NAS options aren't designed to keep up with real-time processing over the wire, yet the ideal network-based Adobe Premiere workflow keeps the source content in one central location throughout the content lifecycle.

Qumulo's data-aware scale-out NAS platform alleviates many of these network bottlenecks by focusing on high-performance for throughput (streaming and data movement) and IOPS (random access or individual metadata operations). Qumulo Core is designed to support real-time editing over the wire; the content can be stored and streamed from the NAS, edited on the local workstation, and then left in place on the NAS as it's passed into the next steps of processing and transcoding.

Archive Forever: Real-time Visibility and Massive Scalability

One of the largest challenges facing any production house responsible for maintaining a petabyte-sized storage infrastructure is visibility. It's common for Adobe Premiere shops to store multiple types of files and file sizes: high-resolution source media, high-resolution mezzanine edited content, low-resolution post-transcoded media, and small Edit Decision List (EDL) metadata files created by Adobe Premiere. Many production environments have to deal with massive storage growth by choosing which files to keep and which files to delete, a choice that often requires going back to retrieve source content archived to tape after post-production.

Qumulo Core's integrated real-time file system analytics allow Adobe Premiere shops to obtain real-time answers about their data footprint at incredible scale while supporting near massive growth of the raw storage capacity. With metadata built directly into the file system, storage administrators have visibility into their data, usage patterns, and which users or workloads are impacting performance and capacity. With Qumulo Core, data can be organized and managed in a way that meets the high performance needs of post-production houses for all file types and sizes without sacrificing the ability to scale the raw storage.



Qumulo Core Features for Adobe Premiere

- **Single Workspace :** Edit and process media in one location without the need to copy content around the network
- **High Performance:** High IOPS and throughput with low latency, allowing multiple groups to access media content without sacrificing performance
- **Analytics and Visibility:** Provides unmatched real-time visibility into data and usage at the file-level
- **Massive Scalability:** Scales incrementally, allowing the Premiere storage infrastructure to grow storage capacity and performance by adding more nodes

Qumulo Core Cloud-Based Monitoring

Qumulo Core Cloud-Based Monitoring remotely monitors & reports status of your Qumulo cluster:

- Provides proactive monitoring of your Qumulo cluster

Monitoring covers both software and hardware events like:

- Capacity triggers
- Latency
- Throughput
- IOPS



Accelerate Your Media Production Workflows

Media & Entertainment organizations are constantly looking for ways to increase the business value of their media assets by merging creative talent with technological breakthroughs. Storage infrastructure plays a critical role in the ability to store, manage, and curate vast and rapidly growing libraries of media content. Qumulo Core—data-aware scale-out NAS—is flexible to adapt to your organization’s business growth and takes advantage of new revenue opportunities, while providing uncompromising protection and availability.

Easily Manage Millions or Billions of Digital Assets

Qumulo Core’s integrated file system analytics allows Media & Entertainment companies to get real-time answers about their data footprint at incredible scale. With metadata built directly into the Qumulo Scalable File System (QSFS) as an intrinsic element, storage administrators have visibility into their data and storage, usage patterns and which users or workloads are impacting performance and capacity.

Deploy No-Compromise Storage

Qumulo’s next generation data-aware scale-out NAS is a software-only solution which allows Media & Entertainment organizations to build and deploy a capacity-on-demand architecture, scaling the infrastructure as needed to keep pace with the exponentially growing media storage demand. Whether you are dealing with transactional or sequential access patterns and small or large file sizes, Qumulo Core supports them all within a single file system. Qumulo Core delivers industry-leading scalability—from four to over 1,000 nodes in a single cluster and 100 terabytes to over 208 petabytes in a single file system.

Maximize Price/Performance and Price/Capacity With Flash-First Hybrid Design

Qumulo Core’s flash-first hybrid design uses flash memory in combination with hard disk drives to create a scale-out NAS solution that balances performance, capacity and cost. Qumulo Core is able to provide Media & Entertainment companies with a solution that leverages the value of commodity hardware and is optimized for performance and capacity.

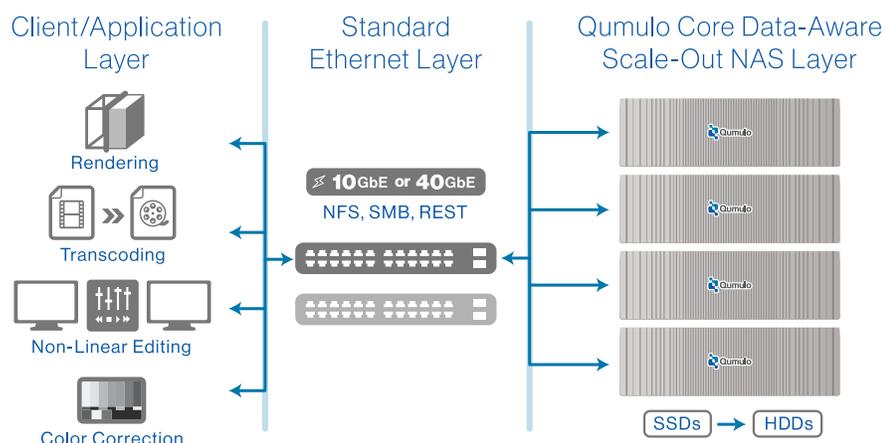
Open, Real-time Collaboration

Whether you’re editing content on your workstation for your own use or actively transferring content back and forth throughout a post-production shop, Qumulo Core allows you to easily and transparently use scale-out NAS as your single-point file store for all groups. This open architecture allows your entire organization to share edits in real-time without moving massive files between file stores.

Qumulo Core Benefits for Editing With Adobe Premiere

- Qumulo Core’s integrated file system analytics allows broadcast and post-production houses to get real-time answers about their data footprint at incredible scale
- Support integration with existing file and management tools via an open REST API with active GitHub community
- Provide real-time visibility into data and storage solving data management problems created by first generation scale-out NAS
- Agile development supports rapidly bringing new features to market that support the growing needs of media houses and post-production workflows
- Deploy a capacity-on-demand architecture with linear performance scale to keep pace with exponentially growing media storage demands

Media & Entertainment Architecture



Contact Qumulo
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