Scality RING Ensures Content Availability for VoD and Cloud DVR

Immediacy matters. Patience just is not in the streaming media consumer profile. In our on-demand world, the expectation is that streaming starts at the click...no waiting. If it doesn't, then the consumer is likely to move on to another source: that's opportunity lost, revenue lost.

Ensuring that data is always available when, where and in the format in which the consumer wants it requires a storage solution that delivers – and one that scales efficiently and cost-effectively to accommodate higher resolutions, multiple formats and ever-growing catalogs.

Storage is at the heart of successful video-on-demand VoD service. Profitability and performance go hand-in-hand. Store more for less. Scality's Media & Entertainment Solutions deliver.

- **SCALE:** Content is growing, so the infrastructure has to grow cost-effectively at pace using industry standard X86 hardware so that you don't get locked into a proprietary architecture.

- **INTEGRITY, UPTIME, RELIABILITY:** Content is the business, so keeping it intact and available is paramount. Unlike conventional NAS, Scality enables 100% availability and up to 14 nines durability.

- **SPEED:** In an on-demand world, latency loses business—when it comes time to access the data, streaming has to be quick.

> "We deliver direct to end consumers and when they push that play button they want to playback the movie. Scality overall has been a great technology for meeting the SLAs. The Scality RING is a key part in terms of the storage - that's where all the content exists that's delivered to end consumers."

– Allan Lamkin
CTO and SVP, Deluxe OnDemand

Key Benefits

Lower Costs
Lowers TCO through storage usage efficiency, standard X86 server support and simple management—and grows with production, resolution and your catalog, with unlimited, linear scalability.

Safer Data
Scality enables 100% availability and up to 14 nines durability, with multi-site options to tolerate entire site failure. Upgrade, expand and maintain access, even during unexpected outages—it's good for business.

Fast Streaming
Scality Provides high throughput for streaming HD content to many simultaneous users, in many formats, through multiple CDN providers.

Proven Partnerships
We've partnered with the leaders, including Unified Streaming, AWS-Elemental, Broadpeak, and other key M&E applications developers. The company's wide choice of file and object interfaces ensure that Scality can easily be integrated with any video, content distribution, content management or nearline archive solution. And, the Scality RING runs on standard x86 hardware, and has been pre-integrated with a rich selection of enterprise storage hardware.

Perfect Fit
One size does not fit all, especially when it comes to the demands placed on a business for which stored content is the revenue stream. Scality's Customer Services team brings decades of experience to help customize our RING within your specific environmental requirements.

Simplicity
It's easier than you think!

Maximixing Reach, Maximizing Profit

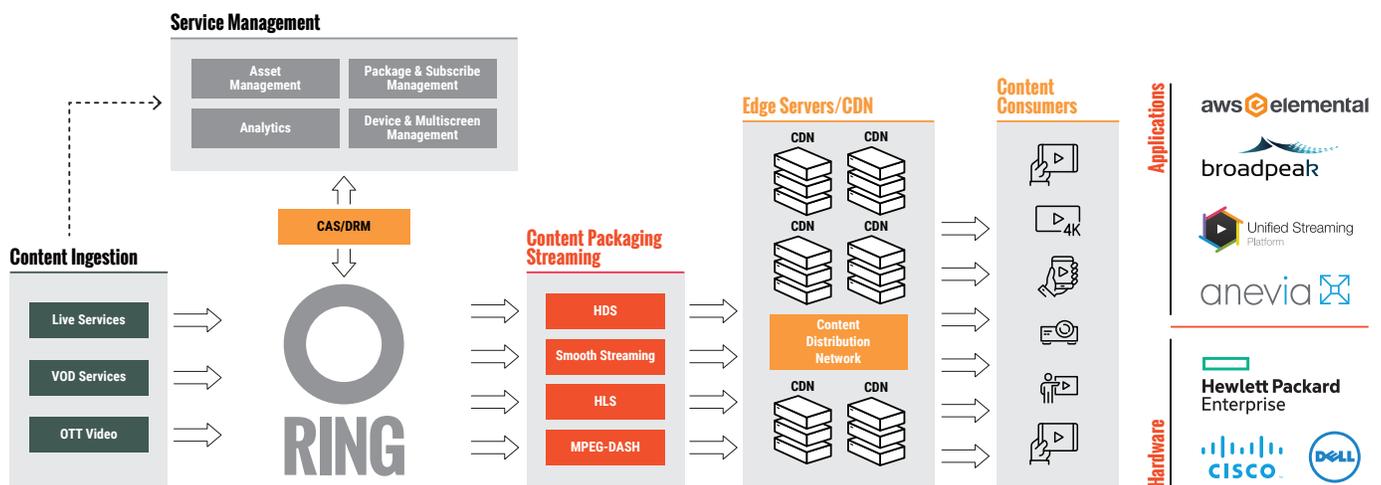## Assured Availability and Adaptive Workflows

Your VoD assets are always accessible to consumers: no downtime. And, Scality RING's native object and file system protocols make it easy to adapt to new workflows or streaming formats and additional ingest or packaging software solutions all from the Origin Server Storage.

Growth and TCO

Scale capacity easily and linearly and the VoD catalog grows. Scality is the only storage that blends the critical elements of an architecture that keeps TCO low by allowing mix and match standard servers; grows easily and effortlessly—without limits—by scaling linearly; supports multiple workloads; and simply performs.

Increase Options

The storage options that are pushed for M&E can get confusing. How to sort it all out? Look at the partner ecosystem. Scality works closely with leading M&E applications vendors to ensure interoperability, and supports standards like AWS S3 and Linux. Our relationships with partners, including AWS-Elemental, Unified Streaming, BroadPeak and others ensure worry-free, optimized interoperability.

Scality RING software-defined object storage maximizes monetization options while lowering TCO. More reach and lower costs: a win-win. And, it's easy because Scality RING is tightly-integrated with leading streaming and content delivery solutions, as well as a host of other M&E solutions, thereby fitting the bill across multiple workloads.

Many Scality content provider customers build their own origin server infrastructures with Scality RING to the challenges that come with immense—and growing—VoD catalogs. With Scality RING, content providers can leverage owned content more effectively and profitable, control storage costs, increase flexibility and agility and realize the full value of assets. And,

Scality RING's support for object protocols like S3 make distributed catalogs and work environments more efficient by enabling broad access to assets for multi-CDN distribution.

About Scality Scality builds the most powerful storage tools to make data easy to protect, search and manage anytime, on any cloud. We give customers the autonomy and agility necessary to be competitive in a data-driven economy. Recognized as a leader in distributed file and object storage by Gartner and IDC, we help you to be ready for the challenges of the fourth industrial revolution.

Let us show you how.

Follow us on Twitter **@scality** and visit us at **www.scality.com** to learn more

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