

THE SITUATION

MAM workloads have grown exponentially with VOD and OTT. Preparing content more efficiently for multi-platform distribution is a critical business issue.



THE PROBLEM

Profitable growth is a real challenge. Rigid processing infrastructure and islands of storage in the MAM environment create operational complexity, inefficient processes and scaling issues. Elastic capacity is a solution, but public cloud means longer processing times and relatively high costs.

THE SOLUTION

The ideal long-term MAM solution provides:

- Faster content preparation by reducing job queueing
- Removal of "restore from archive" wait-time
- Dynamic capacity scaling for content processing
- Robust content & metadata protection
- Streamlined workflow with a single platform storage
- Maximum profitability with fast and efficient processes
- Easy future content migrations with in-service upgrades
- Granular per-use pricing where appropriate

BY 2021

- Content library sizes to grow by >200%.
- 4K files to increase processing workload.
- Video over IP traffic to grow by 400%.
- Distribution variants to increase.

BROAD RANGE OF REQUIRED CONTENT FORMATS

DELIVERY POINTS	Web, DVD, Blu-Ray, Computers, Media Players, Broadcast, Archive
SIZES	240, 480, 720, 1080, 2160, 4320
FRAME RATES	24/25/50/60/120 fps for UHD 24/30/50/60 fps for HD 25/30 fps SD
FORMATS	QuickTime, Windows Media Player, MPEG 1/2/4, Flash

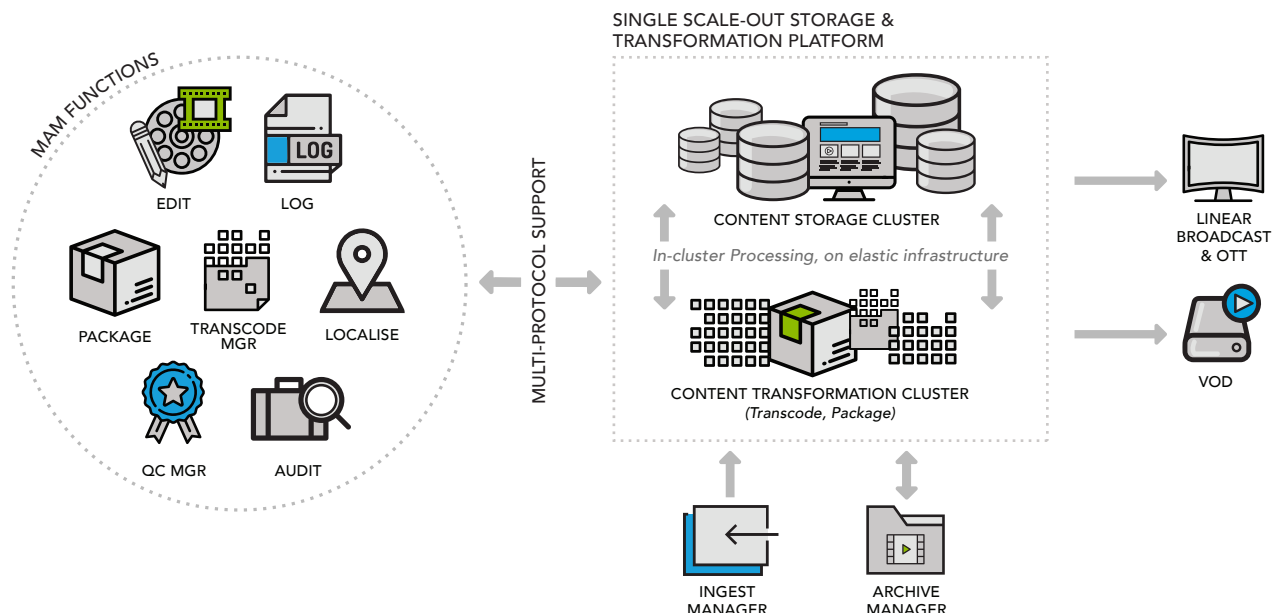
Source: Cisco; primary market research

ROI

A single private cloud platform is more cost-effective than islands of functionality with public cloud services. It is:

- At least 3 times faster to restore content
- Easier to predict job cycle-times
- Better for achieving fast & efficient operations
- Simpler to manage

Source: Analysis of content movements and transcoding in medium-sized broadcaster's Media Operation

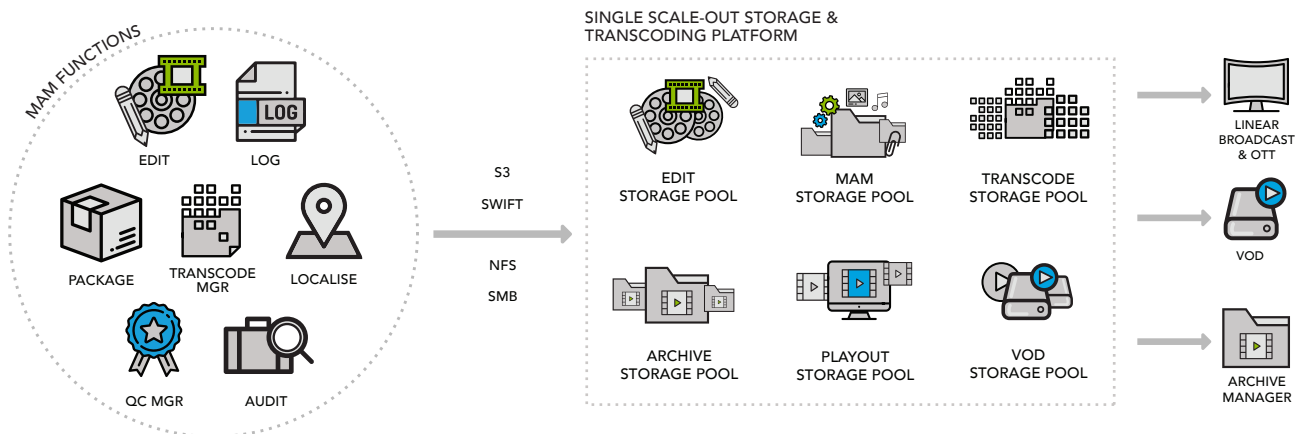


MAM STORAGE & TRANSCODE *Solution Brief*

CONCURRENT CAN HELP

Concurrent has built pioneering video storage solutions for the world's leading cable operators for 20 years. We provide:

- **Efficiency:** faster media preparation to meet tough deadlines
- **Cost-effectiveness:** exabyte ready, scalable software platform
- **Value for money:** better ROI than public cloud and fragmented infrastructure
- **Flexibility:** supports legacy file and next-gen object applications
- **Security:** fully protected content and metadata at all times
- **Ease of use:** a single storage UI for simplest administration

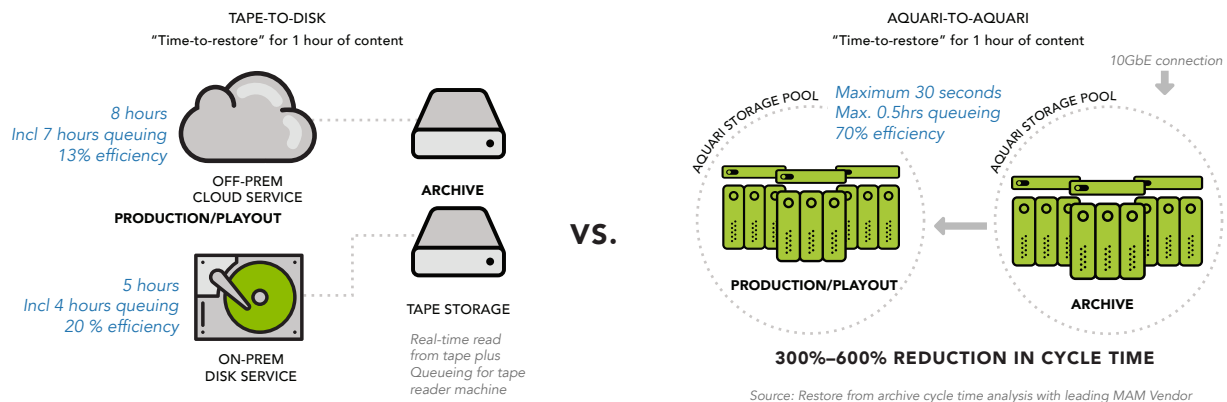


MAXIMUM THROUGHPUT
Single platform minimizes file transfers, reducing job cycle times

MAXIMUM DATA PROTECTION
Erasure-coding provides ultimate data protection; unlimited data tags back-up valuable metadata

MAXIMUM COST-EFFECTIVENESS
Storage scales across pools in a single environment; transcode scales-out node by node and handles burst workload

REDUCING "TIME TO RESTORE"



CONCURRENT KNOWS HOW TO STORE, PROTECT, TRANSFORM & DELIVER CONTENT

Concurrent provides content storage, processing and delivery solutions for the world's leading Content Distributors. We have built software-defined, dynamically scalable, evergreen solutions that enable profitable growth for Content Creators and Producers.



THE BOTTOM LINE

Concurrent can transform your media workflow efficiency by architecting, building and maintaining a single storage & transcode platform, supporting your content distribution needs today and in the future.

