



Active Archiving and Tiered Storage . . . More Efficient Workflows at Lower Cost

While archiving has been seen as an afterthought for many years, the explosion of data produced by media and entertainment companies is forcing them to review their processes and include archiving at many steps of their creative digital workflow. Seeing this evolution, BlueArc and Atempo have partnered to create solutions that can help address this challenge. From small post-production houses to broadcast media giants, any media and entertainment company can benefit from the Atempo and BlueArc joint solution to lower the cost of their storage through stubbing while ensuring that their valuable media assets are stored safely and can be easily retrieved years down the road.

The Joint Solution

Atempo and BlueArc have partnered to offer a ready-to-use tiered storage solution to media and entertainment companies looking at enhancing their information workflow and long-term asset management. Our joint solution features automated migration of assets between storage tiers and intelligent metadata management. Unlike other scalable, high performing network storage systems commonly used in creative workflows, the BlueArc integration with Atempo offers unique file stubbing for transparent file access.

The solution is comprised of Atempo Digital Archive (ADA) software and BlueArc Network Storage Systems. ADA migrates media assets from primary BlueArc storage to second tier disks or tape devices. The data migration is either triggered by predefined policies or initiated directly by the end-users. Joint development between Atempo and BlueArc offers the ability to leave a stub file on the primary BlueArc system so archived files are visible from the file system, regardless of where they might be archived.

Key Features & Benefits

- ⦿ High performance throughput and scalability
- ⦿ Automatic archive from primary to long term storage to free up expensive disk
- ⦿ Tiered storage flexibility for cost optimization
- ⦿ Seamlessly archive to disk and/or tape
- ⦿ Archive assets in non-proprietary format
- ⦿ Archive raw footage on ingest for preservation
- ⦿ Central administration of archived files
- ⦿ Empower end-users to archive and retrieve their assets easily
- ⦿ Multiple ways to retrieve files independent of the archive tier they are stored on
- ⦿ Partial file restore capability

BLUEARC®

Key Features & Benefits of the Joint Solution

Tiered Storage Solution

Not all data should be retained indefinitely on tier 1 storage and some data should be accessed much faster than others. That's why Atempo and BlueArc have teamed up to offer tiered storage to BlueArc's Titan and Mercury users so they can store data based on their retention and access requirements. This storage flexibility provides better optimization of the storage resources. In addition, freeing up space on the primary disks improves performance.

Automatically Archiving with Full Stubbing

The Atempo and BlueArc joint solution allows facilities to automatically archive their assets stored on high performance disk to a lower cost storage tier. This lower cost storage tier can be inside the BlueArc System, an external disk or a tape library. Administrators can set up archiving policies based on their specific workflows. When the assets are moved to secondary tier, a stub file can be left on the primary disk for retrieval directly from the file system. The ability to stub files is key as it enables users to quickly and transparently retrieve their

archived assets and frees up precious time to work on their creative projects.

End-user Driven Archiving

In addition to its ability to automatically archive the information, ADA offers end-users a dedicated GUI that empowers them to archive data on the fly as soon as they have completed a project giving them the peace of mind that their finished work is secured right away.

Intelligent Metadata Management and Support of Industry Formats

Atempo Digital Archive can archive and retain all metadata information related to the archived files and features dedicated support for MXF and DPX file formats. These formats are used for exchanging metadata linked to audio and visual content and are becoming industry standards. In addition, ADA enables the restoration of the full or only a selected portion of an archived MXF file. This partial restore capability saves time when only part of an asset is needed.

Multiple Search Capabilities

ADA features advanced search capabilities and offers multiple options to retrieve the archived information. Metadata search can be run from the end-user or the administration consoles. Files can also be retrieved through stubs left on the BlueArc file system. Full content indexing is also available for more granular search.

Scalable High Performance Storage

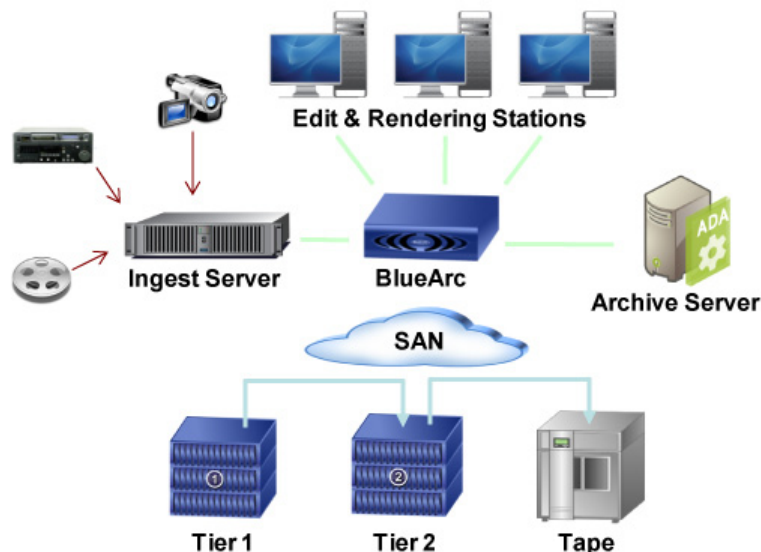
BlueArc's Titan and Mercury Server product families offer an advanced hardware-based file system that scales both performance and capacity well beyond conventional PC or processor-based servers. With its ability to virtualize from 4-8 petabytes for the Mercury family of storage and 8-16 petabytes for the Titan family of storage in a single namespace of usable, tiered storage, BlueArc servers can scale with growing data requirements. This single namespace provides a competitive advantage by consolidating applications while ensuring optimal performance.

Scalable Archiving with Deduplication

ADA matches this scalability with a solution where thousands of users can perform ad hoc archival, and organizations can seamlessly manage terabytes of archived data indefinitely. Finally, ADA offers file-level deduplication to eliminate redundancy in the archive.

Central Administration

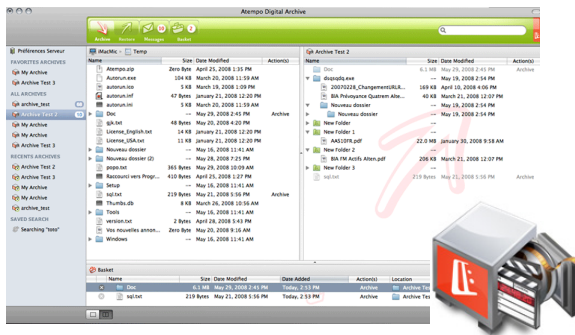
ADA features a centralized intuitive console used to configure archiving rules and assign user access privileges. Administrators can decide which data set will be archived onto the BlueArc secondary storage tier and which data set will be written to a tape device. Atempo Digital Archive can write data to two locations at the same time, which gives maximum flexibility in the management of their storage resources. In order to ensure optimum performance, ADA continuously monitors the archive activity and sends alarms in case of an issue.



Multi-tiered storage systems built with Atempo Digital Archive and BlueArc Network Storage Systems are ideal for scalable, high performance creative workflows.

Atempo Digital Archive

Atempo Digital Archive is an open archive software solution with automatic end-user, and workflow-triggered archiving. Atempo Digital Archive migrates content from primary storage to near-line and deep archives, whether it is digital tape or disk. Unlike HSM-only solutions, Atempo Digital Archive provides rich search and retrieval capabilities – from drag and drop UI to stub files to metadata or full content search.



About Atempo

Atempo enables organizations to preserve and protect digital information simply and effectively, across any infrastructure, on any platform, over long periods of time. Atempo's comprehensive archiving solutions deliver policy-based and workflow-driven management of rich media files, e-mail and other high-value digital assets to maximize the efficiency and performance of storage systems and reduce long-term storage costs. Atempo's fully-integrated software portfolio also includes backup and recovery of heterogeneous servers, workstations and laptops throughout the enterprise – from the data center to remote offices. Atempo serves thousands of customers around the world through a sales and support network of over 200 resellers and partners.

Learn more at www.atempo.com

BlueArc Mercury Series

The BlueArc Mercury™ Server is a next generation network storage platform that consolidates capacity across multiple applications and simplifies storage management for businesses with mid-range storage requirements—without compromising performance and scalability. The Mercury platform deploys BlueArc's SiliconFS file system, and its open architecture excels across a variety of application environments, including general-purpose file systems, database, messaging and online fixed content.



About BlueArc Corporation

At BlueArc, we know that lightning fast storage is the accelerator to your driving great visual results. In media and entertainment, we deliver stop watch metrics: reducing rendering times from hours to minutes, and file access times from minutes to seconds. In CGI development, quality and speed are vital. BlueArc lets artists create more revisions and dramatically speeds render farm output fueling extraordinary productions on schedule while reducing costs. BlueArc's Storage solutions scale with your digital workflow and BlueArc's tiered storage enables a more cost effective digital workflow. Scale Bigger, Store Smarter, and Accelerate Everything.

Learn more at www.bluearc.com

BlueArc Titan 3000 Series

BlueArc's Titan 3000 Series is the next generation of intelligent platforms for file services designed to meet the requirements of today's sophisticated enterprise data centers and high performance applications with new levels of storage performance, scalability and reliability. Titan is the first storage solution that consolidates and manages up to 4 petabyte (PB) of data in a single namespace. In addition, Titan supports a Cluster Namespace (CNS) option that creates a unified directory structure that provides global accessibility to data resources. The CNS option supports both CIFS and NFS connectivity.

