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TITLE:

The Truth: Massive Scale Deployments in the Cloud

ABSTRACT

Although cloud has become the norm for most corporate and IT-infrastructure refreshes, the scale, growth and specificity of rich media content (HD, HDR, 4k, 8k) driving our industry seemingly prevent the wide-scale abandonment of long-term, on-prem “heavy metal” asset handling, processing and storage deployments.

Many organizations around the globe are embracing the cloud for transactional workflows (OTT, bulk-processing, etc.) as high resolution content need only be persisted in the cloud for a short time. The economic and technical elasticity of the cloud in these transactional workflows can enable business agility (testing and launching new services) which are just not possible leveraging traditional approaches.

However, one common mistake made in the detailed cloud feasibility analysis is seeking a final “either or” outcome – to the cloud or not to the cloud. This is often a fundamentally flawed approach and is likely to fail against some of the most stringent test factors such as asset security, authenticity, cost, vendor neutrality, asset portability, long-term preservation, etc.

This paper will analyse the various security, technical and economic challenges content owners face when considering a wholesale shift to the cloud to replace traditional on-prem content storage management deployments. A state of the industry analysis on data scale, storage technologies, storage costs, networking and bandwidth requirements will be presented to help participants understand the variables which must factor into these complex decisions.

Although it seems quite contradictory, various scenarios will also be presented which enable “and” outcomes to be considered during analysis where an on-prem infrastructure can actually enable secure and cost effective transitions to the cloud while overcoming some of the current gating parameters.

BIOGRAPHY

For the past decade, Brian Campanotti has lead innovation and strategy for Front Porch Digital as CTO, leading to their acquisition by Oracle in 2014. He now heads a global business development team focused on advanced on-prem and cloud-based Content Storage Management solutions for archive and preservation, serving many verticals. Mr. Campanotti founded several tech start-ups and began his career at the Canadian Broadcasting Corporation. He was one of the primary inventors of the SMPTE Archive eXchange Format (AXF) open-standard and he and his team have won two Emmy® Awards for their industry contributions.