Arvato Systems & Object Matrix
Solution Brief

*Manage, search, browse and edit your entire archive with
Object Matrix and Arvato Systems*

Overview

Object Matrix and Arvato Systems have collaborated to enable organisations to benefit from the ability to instantly access, manage, browse and edit* clips from their digital archives.

Using the powerful production asset management platform **VPMS EditMate**, integrated with **MatrixStore**, the media focused object storage solution; organisations can now empower their editorial and production teams to produce more content in less time with fewer hurdles to jump.

What Problems does this solve?

The collaboration between both platforms helps organisations that want to unlock the assets held in their archives. This might be organisations struggling to manage their very manual and time consuming workflows — workflows that involve locating and loading content on offline media platforms — or it might be organisations who simply wish to re-use and monetise media libraries with modern online workflows. Old assets stored on offline storage (e.g. LTO) are well known to inhibit the creative process leading producers to take shortcuts or move on to other projects rather than wait for content to come back from those archives.

Furthermore, as more creative teams become dispersed across different geographies, this makes production management and creative collaboration more complex to organise. The ability to manage, find, browse and edit content directly from the archive, from anywhere across the globe becomes essential.

The combination of VPMS EditMate and MatrixStore makes this possible.

Private and Hybrid Cloud Storage

MatrixStore is the media focused private and hybrid cloud storage platform that enables organisations to benefit, financially and operationally, by modernising video workflows and providing instant access to all media assets. Built upon object based storage technology, MatrixStore provides digital content governance through an integrated and automated storage platform supporting multiple media based workflows whilst providing a secure and scalable solution for all your data storage requirements.

* pre-defined proxy editing workflows.

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Benefits of MatrixStore

- Puts your content where you want it, when you want it from ingest and nearline to archive and cloud

- Increases operational efficiency through tight workflow integrations and automation

- Limits disruption with built in disaster recovery and business continuity

- Enables global collaboration and empowers creativity

- Reduces management overheads and increases productivity

- Ensures your content is future proof in performance, capacity, workflow and access

- Enables all archive assets to be monetised

- Digital Content Governance ensures your data is safe so you can worry about the things that add value to your business

MatrixStore Product Highlights

- Intelligent data and metadata protection ensures you will always be able to find, use and share your content with internal or external teams

- Future proof and non-disruptive scale ensures you will never run out of room for your 8K videos, photography stills or project documentation

- Business rules support to ensure your organisation is seen to put data protection, audit and content security first

- Built in Disaster Recovery & Business Continuity ensures organisations can keep working in the event of a local outage

- Unique Process in Place (PiP) functionality processes the data where it lives providing a platform to put AI at the heart of your workflows

- Standard interfaces and formats ensure you are not tied into a proprietary platform (SMB, NFS, FTP, S3 and MatrixStore API access)

- MatrixStore works with the tech you work with ensuring a smooth and seamless integration into your daily workflows: Avid, Adobe, Vidispine etc

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Enter the PAM

VPMS EditMate PAM delivers a toolkit for managing and editing projects in a streamlined, intuitive and highly efficient manner – all from within Adobe Premiere Pro.

From project creation and collecting media, to the export and storage of edited material, users benefit from a series of features designed to simplify the spectrum of tasks involved in a modern and collaborative editing environment. This means, project creation is made easy.

From the increasing numbers of editing projects to the exponentially rising level of media and metadata, this is becoming challenging for everyone. Regardless of how disciplined and careful organisations are, the complexity of editing projects can confuse people and disrupt metadata, slowing the pace of work and increasing the administrative burden. VPMS EditMate PAM solves this by bringing all your projects and media into a single, searchable library eliminating complex folder structures and putting all your projects at your fingertips.

Benefits of VPMS EditMate

- **Overall view:** Easily manage thousands of projects with a clear, centralized overview

- **Security:** Avoid accidental overwrites in the workgroup with project locking

- **Work anywhere:** Work anywhere with adaptive streaming to clients and server-based renderings

- **Uncomplicated:** Intuitive Adobe Premiere Panel for easy and fast workflows

- **Memory optimization:** Project parking for budget-friendly storage management

- **Comfortable:** Create advanced content workflows with seamless integration with other VPMS products

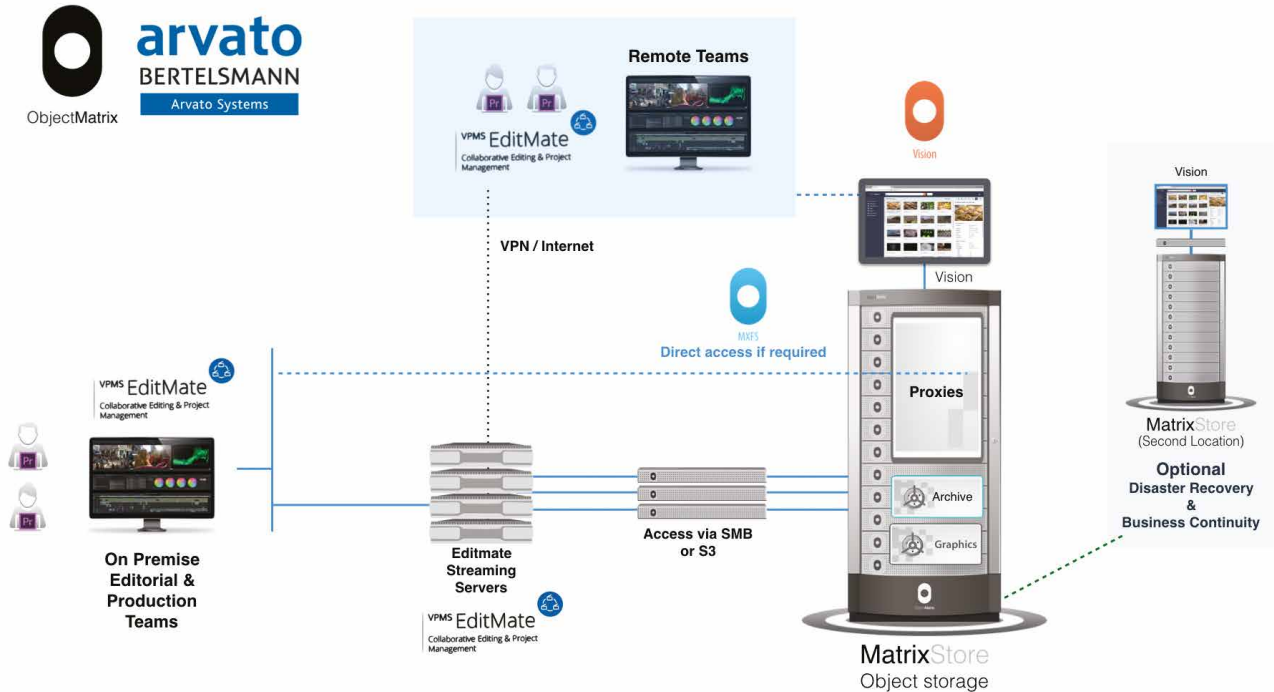### VPMS EditMate Product Highlights

- Use EditMate Panel as a powerful Adobe Premiere Pro plug-in

- Support for collaborative editing with centralized project and media management

- Media Managers and producers can search, browse and collect material in the new web interface

- Complete end-to-end workflow support, from ingest to publishing

- Remote editing up to Full HD resolution with centralized rendering

- Centrally managed project templates and export presets

- Ingest locally stored media into your media repository to share it with other team members

- Available for both Windows and Mac OS clients

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The Workflows

The combination of the two innovative platforms enables a number of ground breaking workflows. The most exciting for Object Matrix and Arvato Systems customers is the ability to manage and edit archive content from anywhere, using Adobe Premiere Pro.
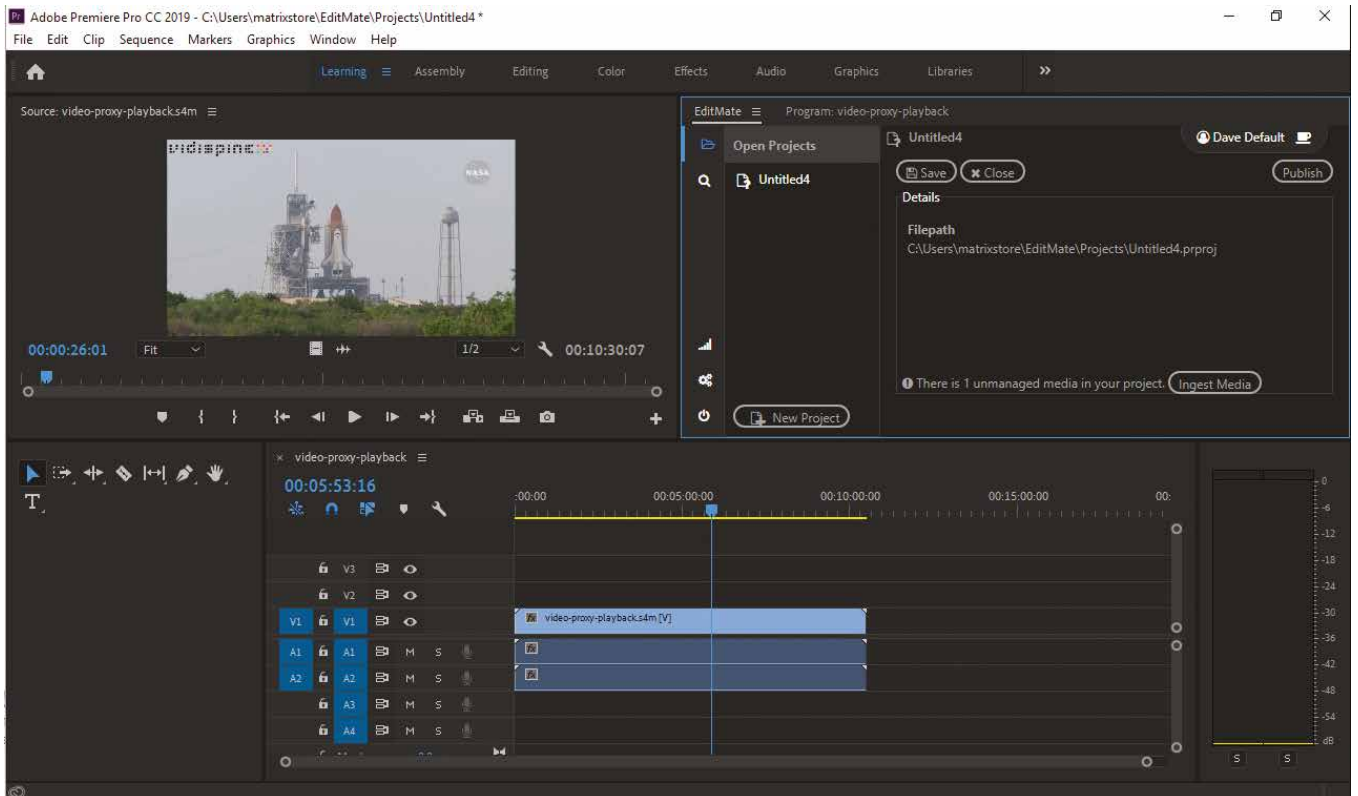
Edit Anywhere

Using the VPMS EditMate PAM and streaming servers, content can be managed and edited from anywhere using private or hybrid cloud storage from Object Matrix.

- VPMS EditMate enables Adobe Premiere Pro editors, using low bandwidth connections or the internet, to edit projects remotely, access proxy media and clips via the VPMS EditMate streaming server.

- Great for editing on the move, simply trigger the render remotely which in turn creates the broadcast quality master.

- The outcome for the user is the ability to create an entire sequence from proxies on the VPMS EditMate streaming server with the Hi-Res RAW secure on MatrixStore and remote render trigger for broadcast quality.

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On-Prem Editing with HD Proxies

Many customers have large LTO archives but would like the ability to create browsable proxies from that archive so that productions can be carried out efficiently and with no hurdles. Using the EditMate streaming service combined with MatrixStore object storage this workflow enables:

- Proxy content on a MatrixStore object storage cache or nearline archive whilst the high resolution content (8k, UHD etc.) is held on cold storage.

- Editing with HR proxies for a better editing experience with the final render pulled together from cold storage.

- Project files collated and stored on local editing stations to remain small reference files simply telling the Streaming Server where the HR proxy and original source is located.

- Avoid flooding the network with high data rates and reduce the costs of editing stations as well as network infrastructure while still ensuring the editor has a great HD experience.

Keeping Things Running

Built in Disaster Recovery and Business Continuity ensures that should the worst happen, and the primary site becomes unavailable, users can access replicated assets from a remote MatrixStore using either a DR instance of EditMate or a host of applications from Object Matrix until the primary site is available again.

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GET IN TOUCH

To learn more on how your organisation could benefit operationally and financially from implementing MatrixStore with VPMS EditMate from Arvato Systems, please visit our website or contact us via any of the methods below.

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About Object Matrix

Object Matrix is the award winning software company that pioneered object storage and the modernisation of media archives. It exists to enable global collaboration, increase operational efficiencies and empower creativity through deployment of MatrixStore, the on-prem and hybrid cloud storage platform. Their focus on the media industry gives them a deep understanding of the challenges organisations face when protecting, processing and sharing video content. Customers include: BBC, Orange, France Televisions, BT, HBO, TV Globo, MSG-N and NBC Universal.

About Arvato Systems

Global IT specialist Arvato Systems supports major companies through digital transformation. More than 2,700 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support. As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success. arvato-systems.com/broadcast