A P E X

Enhancing Media Workflows with Dell APEX Data Storage Services

Benefits

- Eliminate capital budget constraints associated with tech refresh cycles

- Simple configuration, monitoring and management from a single Console

- Respond dynamically to changes in workload requirements

- Align expenses with actual vs anticipated usage

- Connect to your cloud of choice while maintaining control of data

- Designed for 99.9999% availability[1]

The Media & Entertainment (M&E) industry is in a constant state of evolution, spurred by consumer demand for new content, digital technology advances and increasing competition. The changing market conditions drive the need for agile, scale-out Network Attached Storage (NAS) solutions with high level of performance built for modern media workflows. New business models are enabling media organizations to adapt to these conditions, compelling them to rethink traditional infrastructure consumption models and become increasingly agile, flexible and cost-efficient.

A shift from managing infrastructure to delivering outcomes

From content creation to content delivery and broadcasting, media organizations generate and manage enormous volumes of unstructured data. File storage plays a critical role in M&E business operations, offering unbounded creativity with high performance and large-scale media workloads, compute intensive workflows and real-time collaboration.

And now, with the flexibility to deploy your file storage through an as-a-Service model, you can be confident that your unstructured data will be stored, managed, secured, protected, and analyzed efficiently, freeing up time for you to focus on maximizing the value of that data.

Traditionally, in media workflows, storage is purchased through a capital expense (CapEx) model, with upfront costs to acquire the software and hardware. Often, storage purchases include planning for peak workloads, and upfront cost for overprovisioning storage capacity to handle sudden workload spikes and unpredictable capacity requirements.

Storage as-a-Service enables media organizations to shift away from traditional CapEx models, enabling increased flexibility and the ability to treat storage capacity as operational expense (OpEx). Storage as-a-Service also empowers media organizations to optimize the data storage environment, meet changing demands and focus on delivering outcomes that align with business goals.

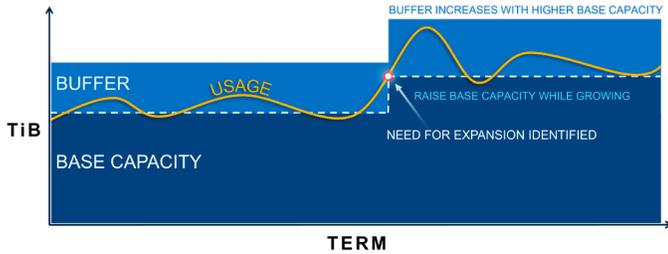### Simplify consumption with Dell APEX Data Storage Services File

Ideal for companies of any size from small VFX houses to multi-national broadcasters, Dell APEX Data Storage Services File provides best-in class scale-out NAS technology designed for content creators, broadcasters, content delivery and video game developers seeking the high-performance and elastic scale of a modernized Storage as-a-Service solution.

Dell APEX simplifies the process of purchasing, deploying, and maintaining infrastructure, enabling media organizations to focus on creating, managing, and delivering high-quality content. It's as easy as selecting these key service parameters: Data Service, Management, Location, Base Capacity, Performance Tier and Term.

Dynamic workflows: deliver more content and pay for what you use

Over the years, as-a-Service business models have matured to enable media companies to pay for services and solutions based on actual usage. These cloud workflows allow media organizations to account for the industry's dynamic storage requirements for production, content transformation and distribution workflows.

To meet these dynamic demands, Dell APEX Data Storage Services File provides reliable, elastic storage resources with the ability to scale capacity utilization and respond dynamically to changes in workload requirements. You pay single rate for base capacity and on-demand usage with no overage penalties.

And with Dell APEX Data Storage Services, you have the flexibility to respond to changes in workload requirements on the fly.
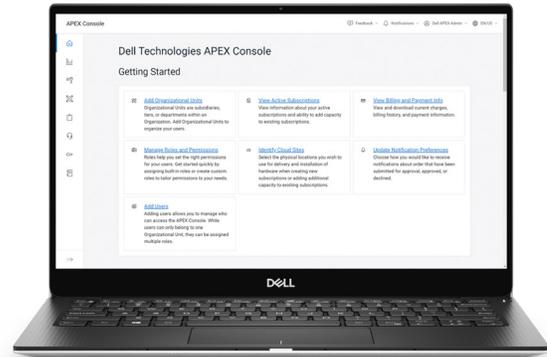
Reduce investment risk with flexibility and control

In today's media workflows, content is created, processed, and stored on-premises, in secure colocation facilities, at the edge and in multiple cloud environments. With the option to deploy Dell APEX Data Storage Services on-premises or in a Dell-managed interconnected colocation facility[2] you can eliminate data center planning activities, accelerate your multicloud strategy, and put your content as close as possible to your applications.

Dell has a proven track record for delivering powerful storage solutions backed by world-class support and services. With nondisruptive hardware upgrades and easy-to-understand contract terms, Dell APEX Data Storage Services File maximizes your operational efficiency, increasing your agility and delivering more value to your organization.
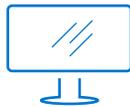
Manage your entire as-a-Service journey on-demand

The Dell APEX Console is your centralized platform for managing and orchestrating your as-a-Service experience. First, discover Dell APEX cloud and infrastructure solutions and deploy in the location of your choice. Next, gain visibility over costs and forecast capacity with proactive monitoring tools. Then, optimize your Dell APEX solutions as business demands.

Focus on outcomes, not infrastructure

Dell APEX Data Storage Services File is designed to handle the intensive workflows and storage requirements of the M&E industry. Dell Technologies has over a decade of experience with media storage workflows, supporting hundreds of customers in countries around the world. We partner with leading M&E industry solution providers from ingest to playout to create end-to-end workflows for content creation to delivery. With Dell APEX Data Storages File, we're challenging the status quo of storage for the M&E industry so you can focus on creating and delivering great stories.

Learn more about Dell APEX Data Storage Services

Contact a Dell Technologies Expert

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