UNLOCKING THE POTENTIAL OF DATA FOR YOUR MEDIA AND ENTERTAINMENT WORKLOADS

Dell EMC PowerScale OneFS
Dell EMC PowerScale nodes
Dell EMC Isilon nodes

GET STARTED
WHO WE ARE

We are Dell Technologies OEM Solutions. Because Dell Technologies OEM Solutions understands that time-to-market matters, complexity abounds and our customers’ end-users experience is important, we design more Intel-based next-generation solutions to address these issues than any other company in the world.

We believe that the best customer solution is a designed solution. A solution designed to fit all our customers’ needs, including urgent current and future challenges. We understand these needs better because of the depth and scope of our experience with customers who are already facing unique issues.
WHAT WE DO

At OEM Solutions we embed our design capabilities with our customers’ (OEMs) product designs to enable them to be successful beyond what’s achievable themselves. Because our solutions are embedded in our customers’ products, we influence the perceptions and health of their brand and products, or IP, in the marketplace. We recognize this as a highly-trusted position in the partnership, and always work in the best interest of our customers.

Time matters, complexities abound, innovation differentiates and end-user experience is key. This is what OEM Solutions does:

• We design for a compressed time-to-market
• We design for a global scale
• We design to help our customers be even more innovative
• We design to create the best experience for our customer’s customer
HOW WE DO IT

Drawing from our capabilities, we design in-market solutions to differentiate our customers’ products leading to their own customers intuitively recognizing the products as the solution they need. This design process treats customers as unique, and recognizes the need of each customer to get their solution to market in a way that results in true differentiation that would be unachievable themselves.

OEM Solutions is uniquely positioned to leverage all of Dell Technologies’ capabilities. Our customers benefit from worldwide service and support, a global supply chain, innovative technologies, access to SMEs and a strong partner ecosystem, including our partnership with Intel®.
PowerScale OneFS
Software developed to lead application and performance needs for unstructured data from the edge (powering PowerScale nodes) to core (powering Isilon nodes), to the cloud (enabling multi-cloud or a cloud native experience).

PowerScale Nodes
Powered by PowerScale OneFS, these new all-flash and all NVMe nodes bring scale-out NAS to the edge, core and beyond.

Isilon Nodes
Powered by PowerScale OneFS, the Isilon nodes store, manage and protect unstructured data in the core with efficiency and massive scalability.

Shifting media consumption models are challenging media and entertainment companies around the world. Increased content consumption across more devices in constantly increasing resolutions, is not only increasing the amount of data being generated in the industry, it's also putting the pressure on IT teams and the infrastructure they manage, enabling creative teams to hit tighter deadlines for higher quality content without blowing the budget. Organizations of every size and discipline from the smallest post-production houses to large multi-national broadcasters are looking for solutions that can help them not only meet these new challenges, but also pursue new technical innovations and empower their creative process with new collaborative modalities that aren't limited by geography.
PowerScale OneFS

PowerScale OneFS is the scale-out NAS operating system that powers the new PowerScale all-flash and all-NVMe nodes and Isilon all-flash, hybrid and archive nodes.

PowerScale OneFS now goes beyond the datacenter all the way to the edge, core and multi-cloud – so you can deploy wherever you want and enjoy the same experience.

With PowerScale OneFS you can natively replicate data from PowerScale at the edge, to an Isilon in the core, to the cloud by using Dell Technologies Cloud PowerScale for Multi-cloud or Google Cloud. To support your go-to-market requirements, PowerScale OneFS software is OEM-Ready and available de-branded (no Dell branding) or with custom branding (your logo).
With a single namespace cluster giving you the ability to scale up for capacity, scale down for the edge, and scale out for the cloud, PowerScale OneFS operating system has multi-protocol support for NFS, SMB, HDFS, S3, REST, HTTP, NDMP, and FTP. PowerScale OneFS is DevOps ready with Ansible Kubernetes and OpenShift integration, so developers can now easily code to it.

With Dell EMC PowerScale SmartPools (resource management), SmartDedupe (deduplication), SmartQuotas (quota management), SmartLock (WORM), SyncIQ (replication), CloudPools (tiering to the cloud), DataIQ (insights into data), CloudIQ (insights into the infrastructure) and much more, you have a wealth of rich data services at your disposal.
PowerScale Nodes

Powered by PowerScale OneFS and built on Dell EMC PowerEdge servers using the latest Intel® Xeon® processors, these new PowerScale nodes support deployments at the edge, in the datacenter and enable a multi-cloud operating model. Starting small and seamlessly scaling-out, PowerScale supports a wide variety of unstructured file data types. With a programmable infrastructure that is DevOps ready, and proven resiliency and efficiency, PowerScale is designed to support your OEM go-to-market requirements.

PowerScale is OEM-Ready and is available de-branded (no Dell branding) or with custom branding (your logo) on the hardware, software (user interface), documentation and packaging.

PowerScale OneFS

Software developed to lead application and performance needs for unstructured data from the edge (powering PowerScale nodes) to core (powering Isilon nodes), to the cloud (enabling multi-cloud or a cloud native experience).

PowerScale Nodes

Powered by PowerScale OneFS, these new all-flash and all NVMe nodes bring scale-out NAS to the edge, core and beyond.

Isilon Nodes

Powered by PowerScale OneFS, the Isilon nodes store, manage and protect unstructured data in the core with efficiency and massive scalability.
The new PowerScale F200 and F600 nodes are the smallest and lowest cost all-flash and all-NVMe platforms to run PowerScale OneFS – Dell EMC’s industry leading scale-out NAS storage software.

With support for the latest Intel® NVMe drives, and starting at 11.5TBs raw capacity, PowerScale scales out in 1 rackU node increments, supports 8 protocols (including NFS, SMB, HDFS, S3, REST, HTTP, NDMP, and FTP), inline data reduction and much more.

With network connectivity options of 25Gb or 100Gb, PowerScale can deliver up to 2.7GB/s and up to 61TB raw capacity per node.
Isilon Nodes

Powered by PowerScale OneFS, and utilizing Intel® Xeon® technology, Isilon scale-out data storage nodes are powerful, yet scalable and easy to manage no matter how large your unstructured data environment becomes.

- Manage data simply, regardless of environment size.
- Consolidate file workloads and cut costs with 80% utilization.
- Scale easily from tens of terabytes up to tens of petabytes without disruption.

With a choice of cloud services, and with built-in data analytics support, Isilon nodes allows you to unlock data capital to accelerate the digital transformation.
Isilon Nodes

Isilon nodes, with the latest Intel® Xeon® processors and Intel® storage technology, are available in all-flash, hybrid and archive options.

• Two all-flash nodes that deliver extreme performance (up to 205K IOPS and 15 GB/s per chassis), and efficiencies (up to 924 TB capacity per chassis).
• Four hybrid nodes that deliver a balance between performance (ranging from 3 GB/s to 12 GB/s per chassis) and capacity (up to 960 TB capacity per chassis).
• Two archive nodes that lower the cost to store and protect your aging data, while still providing near-primary accessibility.
**OEM EDGE-CORE-CLOUD SNAPSHOT**

**EDGE**
- Where data is produced and processed (extracting the value at the point of creation/access)
- Departmental, remote and branch office and small business environments
- End users, employees and the public can often see the products, making branding an important consideration
- Often managed by unskilled IT workers

**CORE**
- Datacenter & datacenter access
- Products are less visible to end users, employees and the public
- Solutions need to be more scalable and deliver higher performance
- More skilled IT resources needed

**CLOUD**
- An operating model that is ideal for certain workloads
- Shared resources/cost at scale
- Ability to employ different cloud providers and move data seamlessly across them and the edge/core

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PowerScale: Edge ➔ Core ➔ Cloud
MEDIA & ENTERTAINMENT

EDGE
- Processing and storing analytical workloads – Dell EMC PowerScale
- Rugged enterprise computing – Dell EMC PowerEdge XR2
- Real time editing – Dell Precision 3440 XE

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CORE
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- Accelerated computing – Dell EMC PowerEdge C4140
- Image viewing and rendering – Dell Precision 3930 XL

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CLOUD
- Multi-cloud access w/ Dell Technologies Cloud PowerScale for Multi-cloud
- Native cloud services w/ Dell Technologies Cloud PowerScale for Google cloud

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Single user experience – PowerScale OneFS

- Powering PowerScale nodes
- Powering Isilon nodes
- Providing cloud access

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At The Edge
Agency, studio, branch office or small business

Image and digitized store at the edge
Click here › to learn more about storing and digitizing images with PowerScale solutions

Enterprise processing and rendering
Click here › to learn more about short-depth compute at the edge with PowerEdge XR2

End user image access
Click here › to learn more about real time editing with Precision 3440 XE
Dell EMC PowerScale Nodes

Powerful appliance-based image and digitized storage for the edge.

Designed for edge, core and cloud deployments Dell EMC PowerScale, combined with Intel technology, delivers a unified consolidated storage system across content creation, content management and content delivery workflows. Thanks to the PowerScale OneFS operating system, PowerScale nodes can be easily attached to existing Isilon systems already trusted by Media & Entertainment organizations around the world.

PowerScale is OEM-Ready, with options for Dell Technologies branding, de-branding, or your own customized branding on the hardware, user interface, documentation, packaging, etc. Together we can design a Media & Entertainment solution that meets your technology and go-to-market requirements.

More ›

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MEDIA & ENTERTAINMENT
Dell EMC PowerScale

Powerful appliance-based image and digitized storage at the edge.

Built with the Isilon DNA, the PowerScale nodes provide compact edge storage solutions starting at 11.5TB raw capacity, that meet the rapidly increasing security, image availability, performance, and scalability requirements of modern media and entertainment workflows.

Powered by PowerScale OneFS operating system, these solutions provide enterprise-grade features such as data deduplication, automated tier-to-tier media migrations, security, metadata management, and encrypted replication, all within a system that is fully scalable, highly efficient, and easy to manage. Get true multiprotocol access to all data at the same time from 8 protocols including NFS, SMB, HDFS, S3, REST, HTTP, NDMP, and FTP.

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Dell EMC PowerEdge XR2

Short-Depth Enterprise Compute processing at the Edge.

PowerEdge XR2 is an OEM-Ready solution, which means you can apply personalized characteristics to the physical system, its software, associated documentation and packaging. Ship this system as your own, with supporting documentation, splash screens and other personalized systematic characteristics, while using the latest Intel® Xeon® processors.

Physically this system is built to withstand elements outside the data center and is pivotal in supporting the new generation of compute, including Hybrid Multi-Clouds, EMR at the EDGE. You can be confident knowing the XR2 was built on tier 1 industry proven technology and can provide enterprise level compute closer to where it’s needed, the sources of data.

More ›

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Dell EMC PowerEdge XR2

Short-Depth Enterprise Compute processing at the Edge.

The Intel® Based PowerEdge XR2 is specifically designed for rugged 1U short-depth computing. It has software-defined storage and can easily function in space-constrained installations. Deliberately designed to take the hardest conditions head-on, PowerEdge XR2's new features include GPU capability bringing together the best combination of functionality and value in the industry.

All PowerEdge Servers are managed using the Dell EMC OpenManage systems management portfolio, enabling peak efficiency for PowerEdge servers through intelligent, automated management of routine IT tasks. Combined with the unique, agent-free management capabilities of the embedded iDRAC9 with Lifecycle Controller, it frees up time to manage what's important. Back
Dell Precision 3440 XE

Ideal performance for real-time editing (RTE), tagging and meta-data management.

The Precision 3440 XE SFF workstation is built using the latest Intel processor technology and is ideal for on-site broadcasting real-time editing (RTE), video tagging and meta-data management required by media and entertainment organizations.

The OEM XE attributes of the Precision 3440 XE provide the stability and long-life OEM Solutions required by media and entertainment turn-key solutions, with up to 9 months extended transitions between product generations, locked processors that never change for life of platform, and up to 6 months in-advance visibility to key product change. More ›
MEDIA & ENTERTAINMENT

Dell Precision 3440 XE

Ideal performance for real-time editing (RTE), tagging and meta-data management.

The Precision 3440 XE SFF workstation is ideal for a tight space that demands high-end performance thanks to its small form factor size and professional graphics for video workloads. Along with multiple monitor support and dense storage, the platform provides 24/7 reliability of platform, ensuring no crashes during editing or during play out.

Click here to learn more about real time editing with Precision 3440 XE

Click here to learn more about storing and digitizing images with PowerScale solutions

Click here to learn more about short depth compute at the edge with PowerEdge XR2

Click here to learn more about end user image access with Precision 3440 XE
MEDIA & ENTERTAINMENT

In The Core

Scalable Image Storage
Click here to learn more about scalable image storage with Isilon solutions

Optimized Accelerator
Click here to learn more about optimized acceleration with PowerEdge C4140

Image Viewing and Rendering
Click here to learn more about image viewing and rendering with Precision 3930 XL Rack Workstation
Dell EMC Isilon

Isilon nodes are powered by PowerScale OneFS, providing a unified, consolidated storage system to help media and entertainment companies improve the way they create, manage and deliver their content. Help your customers breakdown silos and simplify management across multiple workflows such as render, VFX, editing DAM, PAM, MAM, archive, edit playout, scheduling, CDVR, Transcode/Encode, VOD, live, CDN and smart archives.

Together, we can design an Isilon solution that meets your technology and go-to-market requirements, with options for Dell Technologies branding, de-branding (remove all Dell branding) or your customized branding on the hardware, user interface, documentation and packaging.

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Dell EMC Isilon

Isilon all-flash, hybrid or archival nodes, powered by OneFS and Intel, address the rapidly increasing security, image availability, performance, and scalability requirements of Media & Entertainment environments. With features such as data duplication, automated tier-to-tier media migrations, security, metadata management and encrypted replication, all within a system that is fully scalable and highly efficient, Isilon is a trusted leader in scale-out NAS. Get true multiprotocol access to all data at the same time from 8 protocols, including NFS, SMB, HDFS, S3, REST, HTTP, NDMP, and FTP. Back
Dell EMC PowerEdge C4140

PowerEdge C4140 is an OEM Enabled solution, which means you can choose and apply personalized characteristics to the physical system, its software, associated documentation and packaging. Ship this system as your own, with supporting documentation, splash screens and other personalized systematic characteristics. Physically the PowerEdge C4140 is an accelerator-optimized, Intel powered 1U rack server designed for the most demanding workloads. It is ideal for cognitive workloads, such as artificial intelligence, machine learning and deep learning to accelerate your most complex solutions. More

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Dell EMC PowerEdge C4140

The PowerEdge C4140 is an ultra-dense, accelerator optimized 1U rack server platform designed to accommodate your choice in FPGA’s or GPU’s. It features a redesigned look with front facing slots providing a convenient way to connect peripheral devices easily and quickly to offload processor workloads.

Systems management is key, so this and all PowerEdge Servers are managed using the Dell EMC OpenManage systems management portfolio, enabling peak efficiency through intelligent, automated management of routine IT tasks. This, combined with the unique, agent-free management capabilities of the embedded iDRAC9 with Lifecycle Controller, frees up time to manage what’s important. Back

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Dell Precision 3930 XL Rack Workstation

The Precision 3930 XL Rack Workstation is ideal for broadcast and media room constrained environments with limited rack real estate. Its OEM XL tenets make it ideal for broadcast OEM Solutions with its extended transition of up to 18 months between product generations, locked key components, like the processor and chipset, and up to 6 months visibility to key component change. More ›

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Dell Precision 3930 XL Rack Workstation

The Precision 3930 XL Rack Workstation is ideal for broadcast and media room constrained environments, thanks to its smaller 1U rack and shorter depth (22") size, while still providing the required full-sized, double-wide graphics support.

It also delivers industrial grade attributes for beyond IT environments with extended operating temperatures for low air flow environments, optional dust filters and a long life span.

And in tight environments, the remote power switch option allows for easier on & off access and uninterrupted compute with 24/7 reliability and optional redundant PSU.

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DELL TECHNOLOGIES CLOUD STORAGE

Dell Technologies Cloud PowerScale for Google Cloud
(Native cloud integration for file)

Dell Technologies Cloud PowerScale for Multi-cloud
(Directly connected to the cloud)

OneFS

Google Cloud

Managed Service Provider

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You can now host high-performance file workloads that traditionally have only run on-premises with PowerScale for Google Cloud. This solution offers a full-fidelity PowerScale experience and its familiar enterprise class features, while taking advantage of Google Cloud's elastic compute, GPU instances and analytics services, all without having to make any changes to your applications. Dell Technologies Cloud PowerScale for Google Cloud provides massive scale-out capacity of up to 50PB in a single namespace, performance at scale with up to 97 MB/s per TB throughput, and sub-millisecond latency access to Google Cloud. More →
Dell Technologies Cloud PowerScale for Google Cloud

(Native cloud integration for file)

Plus, there are enterprise-class data features such as native replication, high availability, multi-protocol (NFS, SMB and HDFS) file access and built-in data protection with snapshots – enabling easy point in time recovery.

- Scale-out capacity up to 50PB in a single namespace
- Scale-out performance up to 97 MB/s per TB throughput
- Fully integrated with Google Cloud
- Enterprise-class data features
PowerScale multi-cloud removes complexity from cloud environments

PowerScale OneFS provides seamless integration with Dell Technologies Cloud PowerScale for Multi-cloud, giving you the flexibility to make real-time decisions about the public cloud services you want to consume. Whether you want to use a specific imaging, analytical, or archiving application, or you want to leverage multiple cloud(s) to maximize business outcomes, PowerScale for Multi-Cloud can help. A solution that offers traditional cloud benefits without vendor lock-in, high egress charges, migration risk or time requirements to move data. More ›
PowerScale multi-cloud removes complexity from cloud environments

We can help you extend your customers’ data locations to the cloud using enterprise-class storage, and empower them to drive innovation into their workflows, while reducing risk and maintaining complete control of data.

- Consistent Infrastructure: Simplify workload migrations and avoid application rework tax with a consistent IT infrastructure
- Consistent Operations: Eliminate silos and cut operations costs with tools that give you consistent management of all your clouds
- Consistent Services: Plan and execute your Cloud strategy with our expert help plus flexible, consumption-based pricing
ADDITIONAL RESOURCES
DOWNLOADS

- Storage brochure for OEMs
- Solutions brochure for OEMs
- PowerScale Spec Sheet
- PowerScale OneFS white paper
- OEM Engineering video
- Dell Technologies Cloud PowerScale for Google Cloud
- Deep Learning with Dell Technologies Cloud OneFS for Google Cloud
- Dell EMC PowerScale Solutions for Media and Entertainment

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To learn more about Dell Technologies OEM Solutions storage options, go to delltechnologies.com/oemstorage