

**With the rush to provide remote working, business continuity and the ability for creative professionals to self-serve content from the archive, the second wave of cloud mania is in full swing.**

There are a number of different cloud options out there:

**Private Cloud**  
A managed storage service not using public cloud platforms, typically built on object storage (MatrixStore Cloud)

**Local cloud**  
Object storage in your own data centres (MatrixStore!)

**Hybrid Cloud**  
The best of all worlds for many\*. A mix of on-prem for power, private cloud for business continuity, and deep public cloud archive for the 'uh oh' moments

**Public Cloud**  
Super elastic and fantastic for collaboration and data services

**For the purposes of this article, think of “cloud” as public cloud storage. If you are planning on moving to public cloud fully, there are some gotchas to look out for:**

## 1 Unpredictable

Number one in our list of gotchas is the topic we talk about most within the creative community. From people looking at moving to cloud, to those who are already years into the journey, the message is the same. Public cloud in creative workflows, is far too unpredictable in both cost and performance.

News, sports and ad agencies need frequent access to archive footage, and that was even before COVID-19. Not everyone gets 80% discounts and large corporate deals that are often linked to other sponsorship agreements. The vast majority face a very unpredictable roadmap in terms of bills and data access. The irony is that organisations are paying to access the content they own. In some circles, that would be described as ransomware.



*\*According to the IABM, 33% of companies prefer hybrid cloud based deployments*



*As one customer put it:*

**“The predictable costs are bad enough”**

Another aspect to consider is the question of sovereignty, international borders and ownership. For example, it might mean you can access your content based in a US data center today, but what if there were a government somewhere that made irrational decisions and laws that mean you have to pay a local tax to access your content. That could never happen could it?

## 2 Comms

You've got it or you haven't, and without it, well...

Get ready for this statement... whilst on a call the other day with a global broadcaster (who has staff dispersed globally), we were told that some staff do not have access to the internet at home. Yup.

Aside from that clear corner case it is also evident that whilst some media organisations have fantastic connectivity both internally and externally, the vast majority do not. The cost of communications has come down considerably in the last 10 years but still many see this cost as an additional nice-to-have. Not any more.

If you want to do any real work using public cloud platforms you need decent pipes, and even if you have a decent pipe you will still need the excellent bandwidth and file transfer optimisation tools out there, from some of our awesome partners, just to make it work.



## 3 Got you by the data

Let's get one thing straight. Customer content belongs to the customer. Yet even today there are storage vendors, MAM, DAM and PAM vendors and also cloud providers who force you to always use their tools or protocols to retrieve the content you own. In the worst cases, they put the data into proprietary formats that ensures you are locked into them for data access and workflows. This is simply not in our book. Your providers SLAs are in their interests and not yours. Be aware! Read the small print!



If you are going to move content to the cloud make sure every step of the supply chain adheres to the format rules you set. Data portability is not only important for moving to new platforms but also for using the data you own for multiple purposes. Content archived in one workflow should be available to all other workflows.

It is also important to consider a multi-solution/multi-cloud approach to not only protect against vendor lock-in, but also against SPOF (Single Point of Failure), cyber attack or any other massive outages. All your eggs in one basket and all that.

## 4 Metadata

In many ways metadata is as important as the content. If you cannot find it, you do not have it. Metadata, where possible, should be stored in an open format, available via open APIs and portable throughout the supply chain. Sadly metadata is seen as the crown jewels by many content management providers so they hold on to it tight. Even if they do pass it on when archiving to public cloud platforms, not all of those cloud storage platforms can support or handle more than a handful of items, meaning you are tied to 3rd party applications to find and access the content you own.

Also, data analytics is becoming a bigger thing by the minute, but much of what is archived is Dark Media. Dark Media is archive content that is yet to be indexed or tagged and is thus unsearchable. Making it searchable requires analytics and metadata generation tools to be given access to the entire archive. Either not possible using deep cloud archive platforms or eye watering expensive using the higher tiers.



## 5 Media archive workflows

To make public cloud platforms “affordable” they have to be generic across all verticals. Many offer “just another me too service”. Specialisation needs people and expertise, which costs. Some of the bigger players have media services they provide themselves, but there is of course an associated cost per play, but in the main 3rd party applications are needed to make media work in that environment.

The biggest issue though is that content producers in drama, news, sports, agencies and post-production all have one thing in common... they need access to their entire archive and, like, right now! If the Netflix documentary “The Last Dance” is anything to go by, the scramble is on to make

compelling and amazingly engaging content from archive footage. To do that you need access to your archive. Not a bit of it... but all of it, and that is just not commercially viable (or likely even possible) with public cloud alone.

Want to do PFR (Partial File Restore) from public cloud deep archive? Good luck.

Want real file system access to content in a cloud archive? Not easy if even possible.



## How to get round it?

**In 2018 Object Matrix launched MatrixStore Cloud, a managed storage service specifically for media companies. It not only helps media organisations implement strategic cloud plans but also solves many of the issues highlighted above.**

### Unpredictable

MatrixStore Cloud will give you predictable costs, with fixed annual fees, and no additional penalties or egress charges for accessing the content you own.

### Comms

Whilst we do not offer communications links we can advise you on the best partners to use!

### Vendor Lockin

Nothing to see here. Move on. Your data is stored in its original format in data centres you can access should you need to. If we move the content to public cloud we move the content and metadata in completely open formats. The content belongs to you remember!

### Metadata

MatrixStore Cloud can protect a serious amount of metadata that has been manually added, passed via API calls or generated using MatrixStore Process in Place. That metadata is searchable, shareable and protected in non-proprietary formats. Even when moving content to public cloud, Object Matrix will move the metadata also in an open side car file. The metadata belongs to you also!

### Media Workflows

We were built for it! The entire archive at your disposal with no penalty for accessing your own data? No problem. PFR? No problem. File system access to an archive in a managed service? No problem. Add more media workflows? No problem. MatrixStore Cloud will give you instant and unlimited self-serve access to your content, from anywhere, at all times.

In fairness public cloud does have a place to play with MatrixStore Cloud, in that a number of our customers will use the deepest of deep archive public cloud storage as their insurance or “what if” copies. They hope they will never need to pay the king’s ransom to get their data back but it is there just in case.



ObjectMatrix



## GET IN TOUCH

If you would like to learn more about MatrixStore Cloud and the benefits it can bring your organisation then please get in touch via the details below.



+44 (0) 2920 382308

[www.object-matrix.com](http://www.object-matrix.com)



[info@object-matrix.com](mailto:info@object-matrix.com)

