ObjectMatrix

10 Reasons
Why People Work with Object Matrix

Just 10 of the reasons why organisations, large and small, trust Object Matrix in their media workflows

1 **Migrating from LTO**

They need to replace or augment legacy LTO libraries in order to enable producers and editors to access all archived content, from anywhere, whilst benefiting from the power of tightly integrated on-prem media workflows (scalable nearline, archive, etc.). Like BT, Orange, ITN, and MSG-N, they need access to their entire archive so they can re-use, re-purpose and share it in seconds, not hours, days or weeks.

2 **Predictable cloud workflows and economics**

Current public cloud storage offerings are too unpredictable, slow and expensive for on-demand workflows, which is why our customers love the performance and financial predictability of the MatrixStore on-prem and cloud platforms.

3 **Security first philosophy**

Cyber attacks are on the rise with content creators and broadcasters being targeted. MatrixStore object storage comes with the highest levels of digital content governance (immutable vaults, audits, business continuity and DR etc.) ensuring your content is secure from unauthorized access. Our customers also need to implement disaster recovery and business continuity strategies to ensure their valuable assets are available on demand even if the lights go out at their main facility.

4 **Future proof**

Our customers data and metadata belongs to them, not us, and as such we ensure that their content is stored in a non-proprietary format and portable to 3rd party storage platforms so that they are never locked into a system. Our interfaces are also cross-compatible enabling content to be accessed by multiple users and workflows, and not locked up in workflow or content jails.

5 **Intelligent with great benefits**

MatrixStore object storage provides extra business benefits, from metadata and business rules management to unique data analysis ("Process in Place") capabilities. Even if their MAM, the brain of the workflow, goes down they will still be able to find, browse and share content with internal and external teams.

6 **Integrated, automated and non-disruptive**

They want their staff to work on higher-level functions using a media-focused hybrid storage platform that integrates into the way they work with the technologies and applications they currently use: Adobe, Aspera, Avid (Interplay), Glookast, Signiant, Telestream, Vidispine, and Vizrt to name a few.

7	**All stakeholders and total flexibility**	They need to implement a storage platform and workflows that meet the needs of all stakeholders in their business, from the producer and editor to the CTO, CFO, and CEO. They need: a plugin written for a workflow; functionality added to one of our existing products; to use a mix of CAPEX and OPEX to implement their strategic vision. They asked us and we made it happen.
8	**Fantastic ROI**	Every $1 spent on Object Matrix saves them $2 in operational costs and enables them to generate more revenue now that they have access to everything from anywhere.
9	**Find, share, secure & audit**	It's imperative to protect, curate, and nurture metadata as well as protect the essence of the content itself! Our customers want the ability to find their content in 5 years even if the MAM that archived it is not available. We built Vision to give them a view of their content and they just love it. They also need to protect content from accidental or malicious deletion and analyse full audits of all access to content throughout its lifetime on a secure object storage platform. No other platform provides such security features.
10	**Dedicated to the media industry and world class support**	Our solutions and expertise are focused on video and media storage workflows and only that, so they have our full attention. Also, we write software and "bugs happen". If and when that happens, every member of staff at Object Matrix will get involved to ensure a timely resolution and customer satisfaction. Our expert support teams are based in-house providing skilled and dedicated help when needed.

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Get in touch to find out how Object Matrix can help you and your organisation to resolve your storage challenges!

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