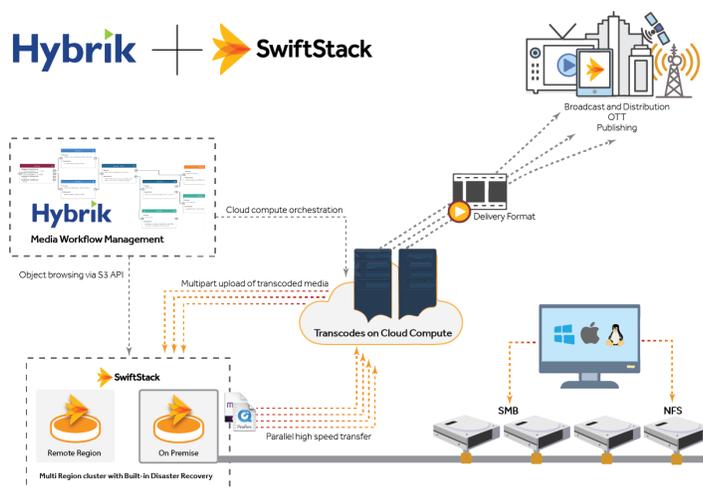


Hybrik and SwiftStack

Distributed Transcoding with Multi-Cloud Storage

On-premises transcoding is too often throttled by available compute capacity, and the cost and complexity of moving source media and final assets between on-premises storage and public cloud infrastructure for transcoding has been prohibitive...until now.

Together, Hybrik and SwiftStack solve this challenge with a distributed transcoding solution that seamlessly spans both on-premises and public cloud storage.



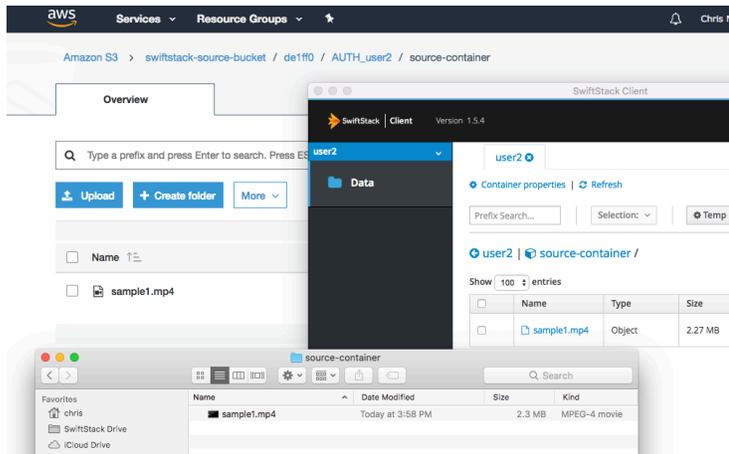
First, utilizing public cloud compute resources is made simple with Hybrik's API-driven workflow automation: Using human-readable JSON configurations, transcoding jobs can be defined programmatically or with a graphical flowchart visualization, and each job leverages world-class encoders and infinitely customizable pre- and post-processing systems. And by using dedicated machines in your own Virtual Private Cloud with Amazon spot pricing and without charges for bandwidth or per-minute processing, you have dramatically more transcoding power available at a dramatically lower cost than outfitting your own transcode farm. Hybrik's workflows also make it easy to define the source and destination location for any job, so you can even transcode assets on-demand or in-transit to a client, collaborator, or device.

Second, SwiftStack's multi-cloud data management provides the bridge between on-premises and public-cloud storage, so you aren't forced into storing all your private data in the public cloud or paying the cloud provider to store or move that data between regions or back to your on-premises storage. SwiftStack provides private cloud storage with an S3 interface that Hybrik and other applications use just like Amazon S3 buckets; further, SwiftStack's Cloud Sync presents a unified namespace so that applications can access data from a single place regardless of which cloud(s) physically contain it any point in time.

HIGHLIGHTS

- **Workflow Automation:** Using Hybrik's API or user interface, program a workflow like you would draw a flowchart.
- **Multi-Cloud:** Leveraging SwiftStack's S3 API and Cloud Sync features, Hybrik can transcode source material from and deliver completed assets to Amazon, Google, and/or SwiftStack buckets.
- **Single Namespace:** SwiftStack's Cloud Sync features allow you to see your media assets in a single place—whether your data is co-resident physically in one cloud or spread across several.
- **Universal Access:** Seamlessly blend cloud-friendly tools (e.g., Hybrik) with traditional file-based tools (e.g., Baton) using SwiftStack's simultaneous access to objects and files without the need for an external gateway.
- **Lower TCO:** Leverage dedicated machines and Amazon spot pricing for Hybrik transcoding and pay-as-you-grow data management from SwiftStack.
- **Unlimited Scale:** Grow with linear scale in both storage and transcoding compute capacity.

In addition, SwiftStack's policy engine can manage when data should synchronize and/or move between on-premises and public cloud buckets, and if you have QC tools or other applications that require access to the same assets using traditional file protocols like SMB or NFS, SwiftStack can provide simultaneous access to data via file protocols and modern cloud APIs like S3 or Swift without the need for an external filesystem gateway.



Created	Workflow	Progress	Preview
June 15, 3:57pm	iTunes Distribution	<div style="width: 100%;"></div>	
June 15, 4:02pm	Vudu Workflow	<div style="width: 100%;"></div>	
June 15, 4:05pm	iTunes Distribution	<div style="width: 100%;"></div>	
June 15, 4:15pm	Test Workflow for Mike	<div style="width: 100%;"></div>	
June 15, 3:57pm	iTunes Distribution	<div style="width: 100%;"></div>	
June 15, 4:02pm	Vudu Workflow	<div style="width: 100%;"></div>	
June 15, 4:05pm	iTunes Distribution	<div style="width: 100%;"></div>	

With SwiftStack's Cloud Sync and File Access, access the same piece of data in the public cloud, in your private cloud, and via traditional file protocol views, and use Hybrik to transcode any of your assets quickly and cost-effectively using public cloud compute resources and to deliver the finished assets where you want them.

Using SwiftStack and Hybrik Together

Integrating Hybrik and SwiftStack is simple: Just configure a bucket in SwiftStack, and use the S3 API endpoint and credentials from SwiftStack to configure a new storage bucket in Hybrik alongside your other buckets in Amazon or Google's storage services; any of your Hybrik workflows can now leverage SwiftStack's bucket as a source or destination. For slightly more advanced workflows, configure Cloud Sync policies or File Access shares in SwiftStack to view all of your multi-cloud assets in a single namespace or to make them available via SMB or NFS shares; with this in place, you could configure a Watch Folder in Hybrik to automatically start a workflow when a new asset lands in a SwiftStack bucket, or you could enable QC or other tools managed by another workflow automation or asset management system to precede or follow Hybrik's transcoding without moving your asset out of SwiftStack.

Together, SwiftStack and Hybrik make it a simple reality to transcode in the cloud without requiring you to make a wholesale move to the cloud for storage or other parts of your on-premises workflow. Contact us today for a demo, and look for us together at NAB 2018!

To try SwiftStack for free, go to <https://www.swiftstack.com/try-it-now/>.

For additional assistance or to learn more, always feel free to contact us. We're here to help.

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Chat - Just go to [swiftstack.com](https://www.swiftstack.com), and look for the chat pop-up in the bottom right