



MEDIA AND ENTERTAINMENT

10 REASONS to Use SwiftStack and Cisco for Your Media Workflow

01 Reduce storage costs by 40-60%

Consumers have an insatiable appetite for content—and it's growing. Cisco and SwiftStack can give you financial relief from the rising costs of media storage by consolidating active content libraries, archives, and even CDN storage into an easy-to-manage asset repository.

02 Complete workflows 2 to 5 times faster

Optimize workflows from production to post-production to distribution, thanks to huge bandwidth, distributed transcoding and rendering, and real-time access to data from anywhere.

03 Check media files in and out faster

Save time storing and retrieving large files with massive throughput for uploading and downloading content. With an aggregate of 160 Gbps of network connectivity in a Cisco UCS® server, you get more bandwidth per node than any other storage solution available today.

04 Write anywhere and read everywhere

Deploy SwiftStack at a single site or use it to connect multiple sites or multiple clouds. No more sending large files via FTP or a WAN accelerator. Any data uploaded at one site can be instantly accessed at any other site.

05

Simplify working with your MAM system

SwiftStack is natively integrated into leading MAM systems and can be simply integrated into home-grown MAM systems as well. Which means you can leverage petabyte-scale storage to keep all your assets active and simplify your environment by reducing the number of tiers.

06

Scale workflows into the public cloud

When needed, you can provision additional compute resources and specialized services from Amazon Web Services or Google Cloud for transcoding, rendering, AI, and more. Data can be automatically replicated to the public cloud or accessed in cloud-native format in your private cloud, and results can be synced back on-premises when the jobs have completed.

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Support old and new applications simultaneously

With native file protocol and API-based access, Cisco and SwiftStack can help you support today's file-based media workflows using older NAS-based applications and modern cloud-friendly applications simultaneously.

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Streamline online publishing

Assets stored in SwiftStack can be accessed like they're on a locally connected drive for platforms such as Vimeo and YouTube.

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Provision storage capacity in minutes

With only a few mouse clicks, you can scale storage from terabytes to petabytes. You only pay for what you use—no more buying upfront.

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Enjoy simplified processes and purchasing—including a subscription model

We've simplified ordering, implementation, and support. We've also bundled software and hardware in a convenient subscription pricing model.

Increase workflow productivity from start to finish with time-saving storage solutions from Cisco and SwiftStack

Learn more at www.swiftstack.com/about-us/partners/cisco