



EditShare for Corporate Media

The best corporate communications teams know **video is the most effective way** to get their message across.

Creating quality media without a huge team, without overspending, and without giving everyone unfettered access can be daunting. **EditShare is here to simplify things for you.**

Working in a corporate environment, you might not immediately say you're in the media business but if you're generating video content - you are. With more people moving online for their knowledge instead of reading or calling, media content has never been more important.

The Power of Video

Whether it's training or educating employees, editing the latest quarterly results, building brand awareness to attract new customers or fostering deeper connections with existing ones, video content breaks down barriers and connects people wherever they are.

Companies are recognizing the important role media has to play both internally and externally and are investing in the resources to support it. In-house media departments are growing and as more content is created, organizations quickly realize that existing IT storage infrastructure might not be equipped to handle the unique demands of media-rich files.

Key Issues for Corporate Media Teams

You might be finding you have hard drives located everywhere, boxes of tapes with post-it notes on and you're not capturing any meta data. Or you could be finding it cumbersome to rely on file transfers when multiple teams need access to material on local drives. As content builds up, there's also the issue of finding the specific content you need, when you need it!

Why Do Corporate Media Teams Call EditShare?

Using the right tools for the job brings much needed clarity. Having a central repository for your files, where teams can collaborate streamlines the production process. Simple to use media management with features like metadata tagging, version control, and automated workflows save much needed time and resources.

IT plays a big part in these deployments with rigorous tests in order to meet security needs. At EditShare we've had years of experience understanding and supporting these requirements. Whether it's adss, integration with solutions like crowdstrike or restful api connections, we can offer the same security features you get in traditional IT-based systems, with the huge benefit of storage that's been designed specifically for media content.

Our rock-solid governance capabilities also allow IT/Engineering managers to easily establish user access and permissions for departments and divisions via Active Directory and Single Sign On.

"Media is everywhere, we need governance"

"How do i store all this media and make it available and searchable?"

"We need a secure, reliable location for all our media"

"How can I use one location with different islands accessing their own content?"

"It needs to be simple, yet powerful and fit into our security"

"How can i use EditShare with my existing environment, we have stringent security measures?"

EditShare builds collaborative storage and workflow solutions for creating media on-premises, in the cloud or as a hybrid of both.



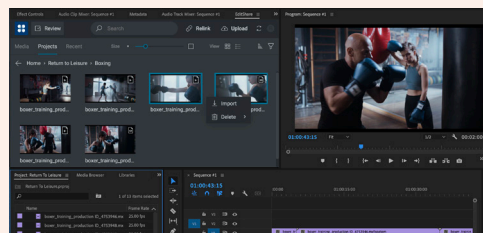
Media Optimized Storage



Built specifically for media applications and with collaboration in mind. EFS and FLOW bring out the best in each other but as our ethos is to be 'ruthlessly open' they can also operate independently and integrate with other vendors.



Simplified Media Management





NOT JUST
RELIABILITY
SCALABLE
RELIABILITY



TRUE REMOTE
PRODUCTION
WHILE
WORKING
WITH **ANY NLE**



EFS Grows with You

With EFS, you can start small and grow exponentially. Thanks to its simple building-block approach, scaling capacity and bandwidth is as easy as plugging in additional storage nodes – and EFS even automatically rebalances your distribution of data. Easily scale up to 10+ Petabytes and beyond all within a single namespace

The Importance of Integration

Advanced APIs enable corporate customers to deeply integrate systems across their media teams, creating new workflows that better support the organization as a whole.

Collaboration and Security

There is no single point of failure across the entire technology stack with high availability to ensure continuous, optimal operations.

Shared storage access eliminates file copying and enables collaboration – optimizing asset use and better supporting demanding deadlines.

EFS Configurable Storage Groups lets users mix SSDs and HDDs in the same namespace.

We also deliver tier 2 storage in the form of our EFS 40NL and EFS 60NL for parking media. Ideal for replacing old LTO systems and providing a continuity plan. And because its running the same file system, media moves seamlessly between tier 1 and 2 storage.

Easy to use Media Management that Integrates with All Popular NLEs

With FLOW you never need to wonder where material is again! It indexes and centralizes all of your files, regardless of where they sit - making them searchable and accessible through a simple and efficient user interface.

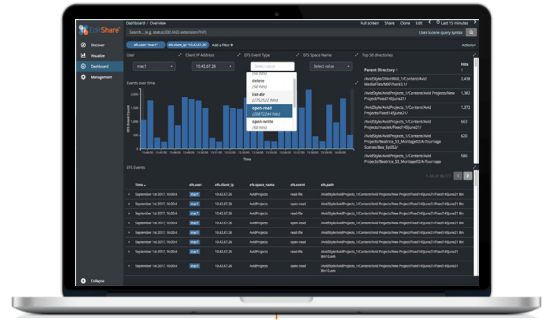
One of FLOW's inherent features is remote working - enabling users to be in any location and connect via FLOW to the EFS shared storage, turning your own storage into your own private cloud environments. Allowing your team to utilize Adobe/ Resolve and even Avid to work with your media from any location.

Guardian – The Value of Security and Access Control

Security is paramount when dealing with media. Ransomware, hacks, pirated content are all on the rise. Through the guardian platform, the auditing stack delivers real time analytics about what's happening in a facility. The 5 w's - Who has done what to which file when and where.

This is aligned with the EBU best practises of security such as the ebu 148 r and aligned with MPAA/CDSA AND TPN guidelines

Furthermore our solution enables broadcasters to deploy solutions such as crowdstrike across servers, minimizing ransomware from outside sources.



Real-time monitoring with customized reporting and dashboards (incl. auditing)

Record user activity such as media space mounts/unmounts and file opens, reads, writes, and deletes

Monitor your CPU, memory, and disk space usage + **auto-forward to your SIEM**

Allows EditShare support to **monitor your system**

Your EditShare System for Corporate Media Teams



Storage growth on your terms -

Start small and grow when and how you want - add a node, and your storage automatically rebalances in the background



Simple but powerful tools - FLOWS

visual interface enables creatives to easily index, find and retrieve the media they need. Providing instant access to watch, review and collaborate on media projects.



Permissions-based system and easy project management

- Full standard IT security implementation with Active Directory and Single Sign On capabilities aligned directly into your corporate LAN.

