



Best of Breed Cloud Video Production

EditShare + AWS

For over a decade, EditShare has delivered collaborative asset management and high-performance, scalable shared storage solutions that enable media professionals to create outstanding content. Increasingly customers are seeking to migrate to more agile work environments, capable of fluctuating workloads and geographically dispersed teams.

EditShare meets this demand with FLEX, a suite of turnkey, ready-to-go solutions. You select the services you need, and scale them to your size of operation. Use your creative tools of choice: FLEX supports all popular NLE software packages, on premises and in the cloud. Whatever the size of your requirements, FLEX can meet the challenge.

EditShare FLEX

EditShare FLEX is a suite of powerful, cloud-based asset management and storage software solutions that provide a straightforward way for any business that create media, large and small, to take full advantage of cloud services and workflows.

Migrating to cloud-based production provides a significant number of advantages to teams looking to capitalize on more efficient workflows and capabilities:

- The ability to work remotely, having creative staff anywhere
- Scale operations to meet production schedules
- Move to an opex, agile business plan

Collaborative Cloud Editing with Optimized Media and Storage in AWS

The challenge, however, is that many of these advantages can come with complexities. Piecing together disparate workflows, tying cloud storage options to media workflows and ensuring flexibility gains are achieved can be daunting. EditShare FLEX greatly simplifies these issues for production teams while maintaining the ability to evolve workflows as your business develops.

EditShare FLOW

EditShare FLOW is the media asset management (MAM) system underpinning FLEX. This lightweight MAM is tailored to the needs of production. It provides an adaptable workflow environment with powerful core functionality and tight integration with today's NLE tools. With FLOW you have all you need to ingest, index, manage, automate and share video assets across workgroups in an intelligent and controlled environment.

You can begin editing on day one and be immediately productive without specialist integration and configuration, or additional training for creative users.

For more complex workflows, FLOW is easily extensible through its open set of APIs. It is readily tailored to your precise needs, providing effortless collaboration with other tools and systems.



FLEX includes EditShare's software-defined storage layer, which provides the foundations for the collaborative video production environment, alongside a rich set of storage management features. FLEX makes best use of the AWS storage layers, and will optimize between cost and performance to ensure an economical cloud-based solution that can adapt to meet your team's evolving needs.

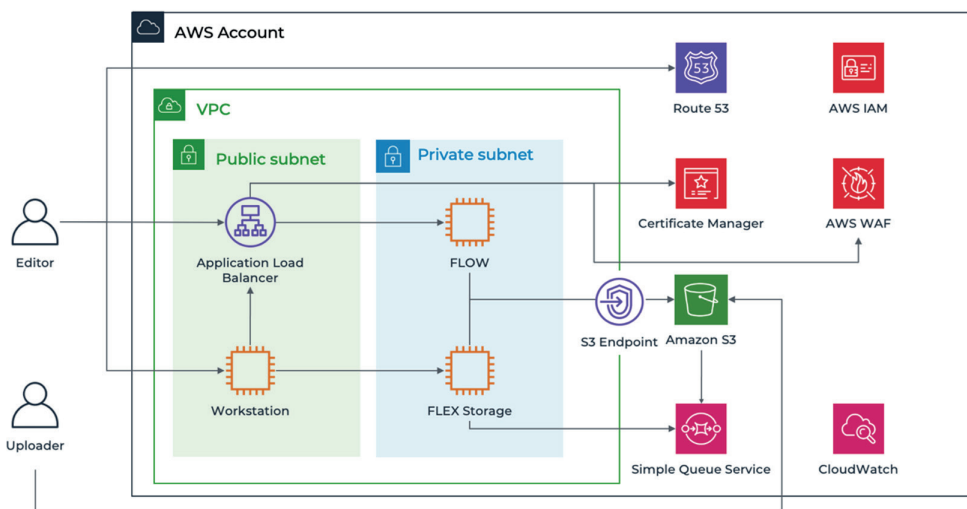
EditShare's cloud approach provides the cost-effective scalability both workgroups

and enterprises require to meet their agile environments. FLEX can be deployed as a single storage node on AWS, serving the collaborative storage and bandwidth scaling needs of a small workgroup.

For those organizations requiring more scale, FLEX Storage can be deployed as clustered storage, with or without N+1 resiliency. This offers additional bandwidth and storage scalability to support enterprises with larger teams of content creation professionals.

Working closely with AWS, EditShare can ensure its solution meets all the security and resiliency organizations demand when working with valuable and confidential assets.

EditShare FLEX can be deployed in a number of models to meet each organizations requirements in their journey to the cloud.



FLEX Cloud Edit uses the building blocks of FLOW and FLEX storage as the basis of a complete video production environment.

For organizations looking to develop or integrate a best-of-breed solution for their needs, FLEX Cloud Edit provides the scaling capabilities to meet any team's needs. It is offered with virtual workstations specifically tuned for video editorial applications which can be used with your preferred NLE software, including multiple platforms.



FLEX Cloud Edit+ offers a pre-integrated solution for an end-to-end video production environment. Built on Cloud Edit, additional capabilities are included to provide accelerated file upload capabilities from local locations up to AWS, greatly simplifying life for production teams. In addition, Cloud Edit+ is pre-integrated with workstation management features, allowing teams to control and manage



their use of virtual workstations and maintaining oversight over cloud costs.

Creative Tool Support

EditShare provides pre-configured workstation AMIs (Amazon Machine Instances) optimized to support editing applications, as well as providing connectivity to the FLEX storage and FLOW media management. These AMIs are based on AWS Cloud Editing templates and are pre-configured with additional software to support virtualized editing and remote desktop access.



For some organizations, existing investments or operational requirements may restrict their ability to migrate the cloud for production immediately. However, even here the benefits of using cloud storage for archiving are significant.

Given the trend to move away from on-premise LTO tape libraries and their associated operational overhead, cloud storage is now seen as increasingly more economical, resilient and reliable. EditShare FLEX Cloud Sync provides a simple route to back up media libraries and FLOW databases to AWS S3 tiers. When and if that archive is required again, FLOW can instantly retrieve the content back to on-premise libraries for editing purposes, giving another productivity boost against tape archives.

Remote Access

The benefits of EditShare FLEX are not limited to cloud-hosted workstations. It can deliver real gains in remote working and collaborative workflows, by allowing users access to both full resolution and proxy materials wherever they are, using a secure VPN connection. This provides all the benefits of distributed workflows even when all the content is stored on premises.

Your Cloud

EditShare FLEX runs in your secure AWS cloud account. This means you get all the productivity and collaborative benefits, while ensuring you remain in complete control of your cloud production environment and materials. FLEX is carefully designed for the specific needs of businesses that create media, and in particular security. This is not a SaaS platform, shared across multiple third party media accounts with no visibility or control.

Running it in your cloud account means you continue to benefit from your investments and discounts from AWS. At the same time, you have operational oversight and budgetary controls, as well as providing the assurance your IT and security teams need.

EditShare provides unrivalled productivity, connectivity and security, but you retain ultimate control and authority over your cloud platform.

EditShare FLEX on AWS

EditShare has proven experience with thousands of creative professional organizations throughout the world, which clearly demonstrates that we deliver the practical solutions creative professionals need. Working closely with AWS we now expand these capabilities to an evolving world and into the new normal through seamless remote connectivity and cloud storage and processing.

