

## Top Content Management Challenges

**Asset Management, Storage Access, Long-Term Archiving**

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# *post*Perspective Survey: Top Content Management Challenges and How to Solve Them

Asset Management, Storage Access, Long-Term Archiving

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## Introduction

Content organization, efficiency, and speed are key to effective production workflows for corporate video teams and TV, film, and broadcast producers. As a result, how assets are managed, accessed, and stored is critical for content producers and creative professionals.

## Methodology

In partnership with postPerspective Magazine, Quantum recently surveyed more than 100 production specialists, video editors, producers, and content directors from post-production studios, corporate video teams, and broadcast organizations to learn more about how they manage their content assets and top challenges in doing so, and what an ideal asset management and storage solution would look like.

## Survey Results and Learnings: Asset Management is a Common Thread

Survey responses revealed asset management, storage access, and long-term archiving as being the most common challenges facing content producers. These insights apply to small project teams of a few creatives all the way up to large, multi-location, continuous content producers.

### Top Challenges Facing Creative Teams



The image features a central tunnel-like structure formed by a dense, overlapping array of small, square images. These images vary in color and content, creating a textured, multi-colored interior. To the right of this tunnel, a glowing blue and green grid pattern extends into the background, resembling a digital or network space. The overall color palette is dominated by deep blues and vibrant greens, with a bright white glow emanating from the top of the tunnel.

# **ASSET MANAGEMENT AND SPRAWL**

# Challenge: Asset Management and Sprawl

## > Organize Your Entire Content Library in One Place

It can be difficult for creative teams, especially smaller teams, to make the leap to team-based, efficient, ongoing content production. While it seems intuitive to keep all project shots and files on the primary editor's production system, individual hard drives and small consumer storage systems can be very vulnerable to loss and component failure.

**Ingesting and logging content into a shared asset management system as part of a team-based, collaborative approach lets the entire team see, log, and comment on all project files as needed, provides a higher level of data protection, and makes it simple to search across all projects for exactly the shots that are needed as part of the creative flow.**

The ideal system needs to be built for creative workflows, feature an intuitive interface, and make the most common tasks simple and efficient.

Where are content creators storing content and assets?



56.52%

Their Workstation



50.43%

Dedicated Asset Management & Storage Solution

Because much of the content is on individual workstations, it's difficult to know what content is available, get access to it, and retrieve it quickly.

## Top Content Management Pain Points

Top pain points as reported by survey respondents include:

"Which drive is 'that' content on?"

"Managing large file assets."

"Storage silos and data sprawl."

"Time spent organizing."

"Just finding content is the main problem. Dozens of small hard drives with countless duplicates."

"Finding content efficiently."

A person in a dark room, possibly a server room or data center, is looking at a computer monitor. The monitor displays a grid of data, likely a spreadsheet or a data visualization. The person is wearing a dark, patterned shirt and has their hand near their face, suggesting they are focused on the data. In the foreground, there are server racks with various lights and components. The overall atmosphere is dark and technical.

# **STORAGE ACCESS AND SPEED**

## > Get Faster Access to Your Content from Anywhere

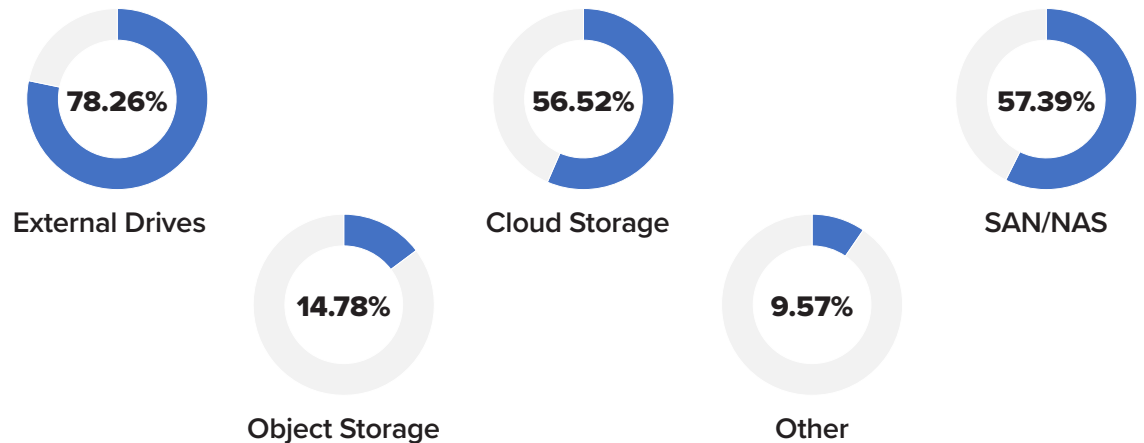
Video files and raw shots are very large files that are hard to copy over slow connections. It's natural to first offload shots from a camera to a fast external drive so that the carts can be used again.

As soon as practical, those files need to be offloaded to a location that provides a higher level of protection against dropping a drive or hardware failure and give better access for the extended team.

**The best suited solutions used to tackle access and speed challenges include a mix of high-speed shared storage systems (SAN and NAS) and highly scalable systems like object and cloud storage.**

## Challenge: Storage Access and Speed

Another key challenge facing content producers is storage access and speed. According to the survey, the top storage technologies being used today by the respondents are as follows:



### Top priorities for storage solutions:

#### 1. Fast Performance for editing and uploading files

#### 2. Remote Access to files

“Speed of drives for editing and upload speed to cloud storage.”

“Accessing content from a variety of different environments.”

“Remote access is a top priority since team members are scattered across the country.”

“We are always looking for the most efficient and stable solution that we can throw at 45 people without issue.”



# **LONG-TERM ARCHIVING**

## > A Better Way to Archive and Protect Assets

With the vast amount of content being produced these days, it's not practical to keep a back catalog of work and work in progress on a single storage system. Instead, completed projects that may need to be recalled again are 'archived' or moved to another location that can accommodate the large archives cost effectively.

**Ideally, this approach is integrated with an asset management system that has the capability to move an entire project to the preferred storage location--whether that's object, tape, or cloud storage--while at the same time keeping those files discoverable and searchable wherever they happen to be stored.**

This approach ensures that fast storage for the creative team's shared use is as lean as possible, and the archived projects can grow and scale without onerous costs yet still be readily retrievable for new projects.

# Challenge: Long-Term Assets Archiving

With the massive amount of content being generated by creative teams, content producers expressed that they are experiencing common pain points when it comes to archiving and protecting their content for the long term.

## Top three concerns when it comes to archiving content



Storage Cost



Running Out of Storage Space



Fear of Losing Files and Assets

## Comments from respondents included:

"Not having the required amount of storage."

"Long-term storage for massive amounts of media needs to be a priority."

"I need a simple solution that works for archived projects, final deliverables, and libraries."

"Drives are constantly getting full - we need a long-term archive plan."

"Many years ago, we lost 40 TB due to accidental deletion, which was ultimately caused by an ineffective archiving solution."

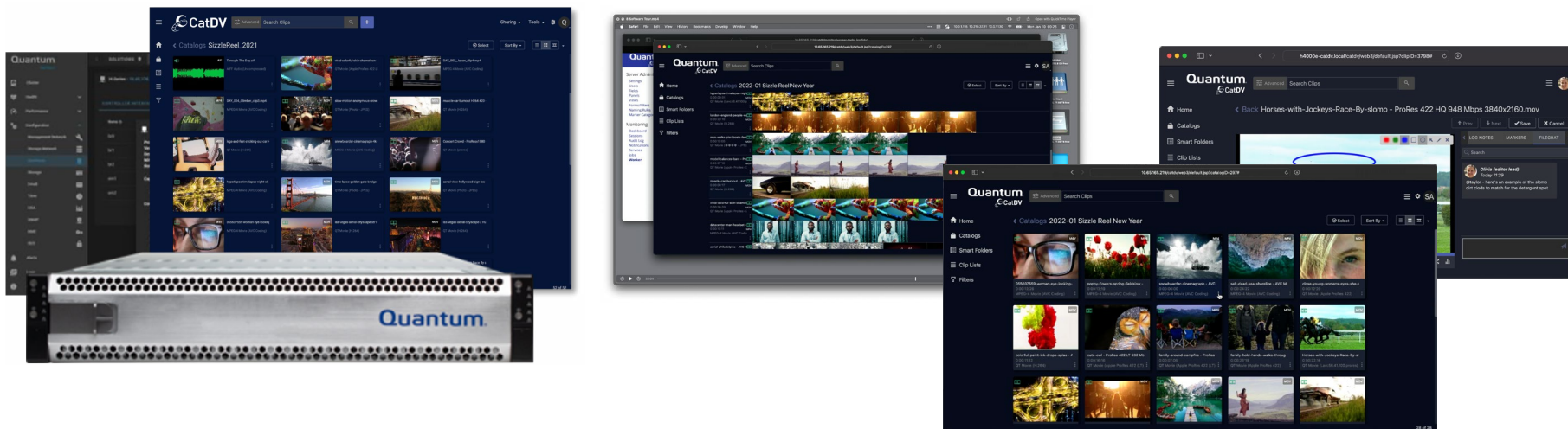
## Solutions for Better Content Management and Production Workflows

The survey results underscore the need for content producers to have the right solutions in place for storing, accessing, archiving, and protecting their video and content assets. Concerns around data sprawl, costs, file storage, and performance point to the need for a more comprehensive, agile, and cost-effective asset management and storage solution that enables rapid ingest of data, easy access for collaboration, highly efficient production, and streamlined archiving of content for the long-term.

### Ready to Meet Your Evolving Content Production Needs

Quantum's [StorNext](#) shared storage file system, [CatDV Asset Management Platform](#), or the all-in-one asset management and shared storage platform, [H4000 Essential](#), is ready to deliver an agile, rapidly deployed solution that is simple to set up, and easy to manage and create with – in your facility, in the cloud, or your ideal mix of both.

Learn more about Quantum's comprehensive solutions for [M&E](#) and [corporate video](#).



## Quantum

Quantum technology, software, and services provide the solutions that today's organizations need to make video and other unstructured data smarter – so their data works for them and not the other way around. With over 40 years of innovation, Quantum's end-to-end platform is uniquely equipped to orchestrate, protect, and enrich data across its lifecycle, providing enhanced intelligence and actionable insights. Leading organizations in cloud services, entertainment, government, research, education, transportation, and enterprise IT trust Quantum to bring their data to life, because data makes life better, safer, and smarter. Quantum is listed on Nasdaq (QMCO) and the Russell 2000® Index. For more information visit [www.quantum.com](http://www.quantum.com).

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