Front Porch Digital Advanced Private Cloud Technologies and Services

Cloud Developers Conference

Austin, Texas
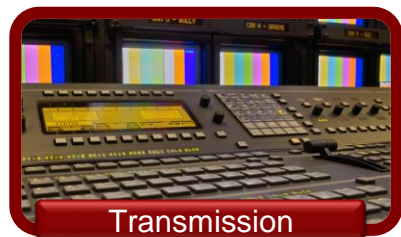
October 1, 2014

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Content Storage Management (CSM)

Transmission

Newsroom

Post Production

Daily Ingest

Content Storage Management On-Premises or Private Cloud
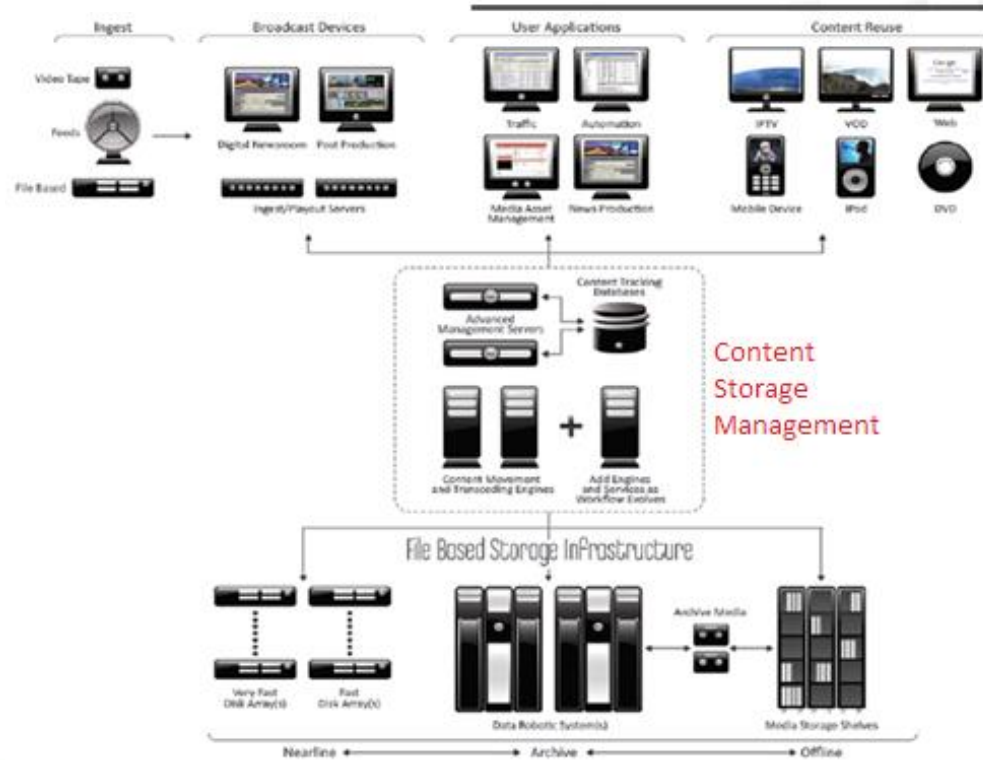
Online Publishing

Migration

Disaster Recovery

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CSM and the Connected Media Enterprise

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What about CSM in the Cloud?

- Security?

- Physical location?

- Philosophical challenges

- Economic risk

- Immature solutions

- On-boarding and off-boarding?

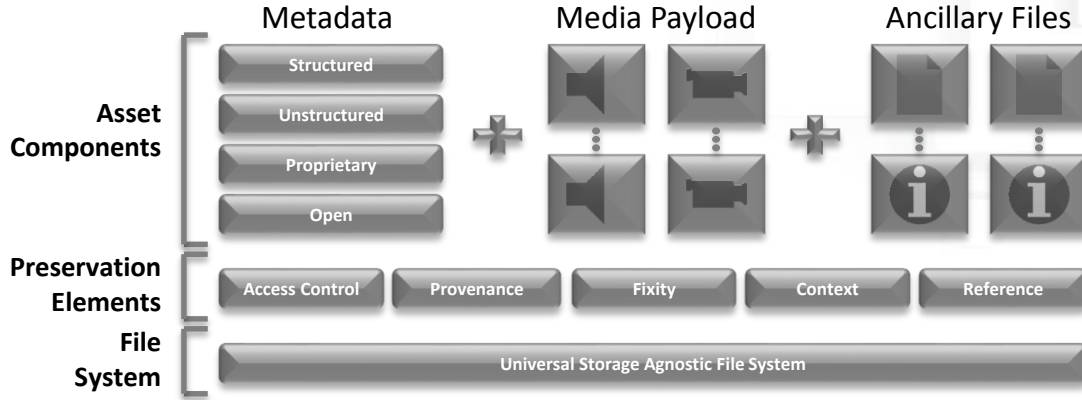- Deep integration

- "Simple" storage is simply not enough…
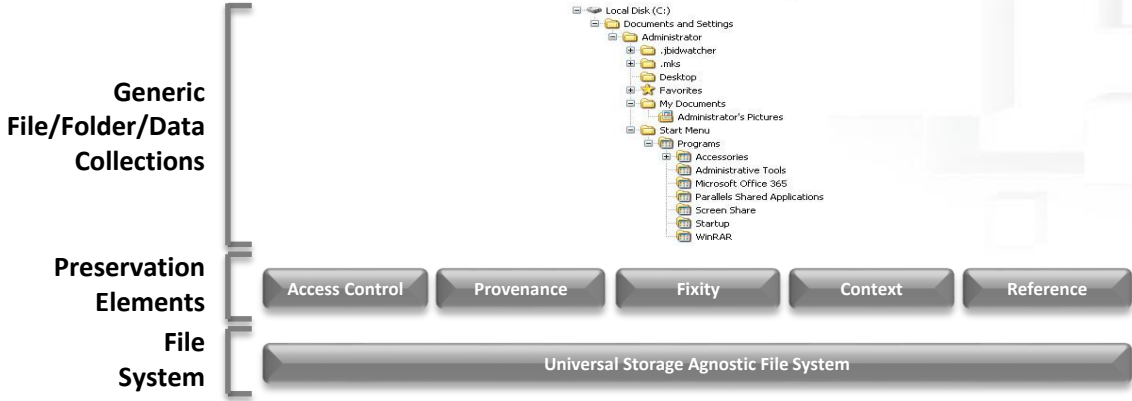
Private Cloud Based CSM Services

- Truly scalable private-cloud CSM as a Service (CSMaaS) – not just "simple storage"

- Geographically "predictable" storage locations with physical "on and off-boarding"

- Security risk is minimized – encrypted links, encrypted storage, no public access

- Open APIs and deep third party integration

- Built for big data content archive, distribution and long-term preservation

- Price aligned with Amazon Glacier with much higher functionality and SLAs

- Leverages open standard Archive eXchange Format (AXF) for transport and storage
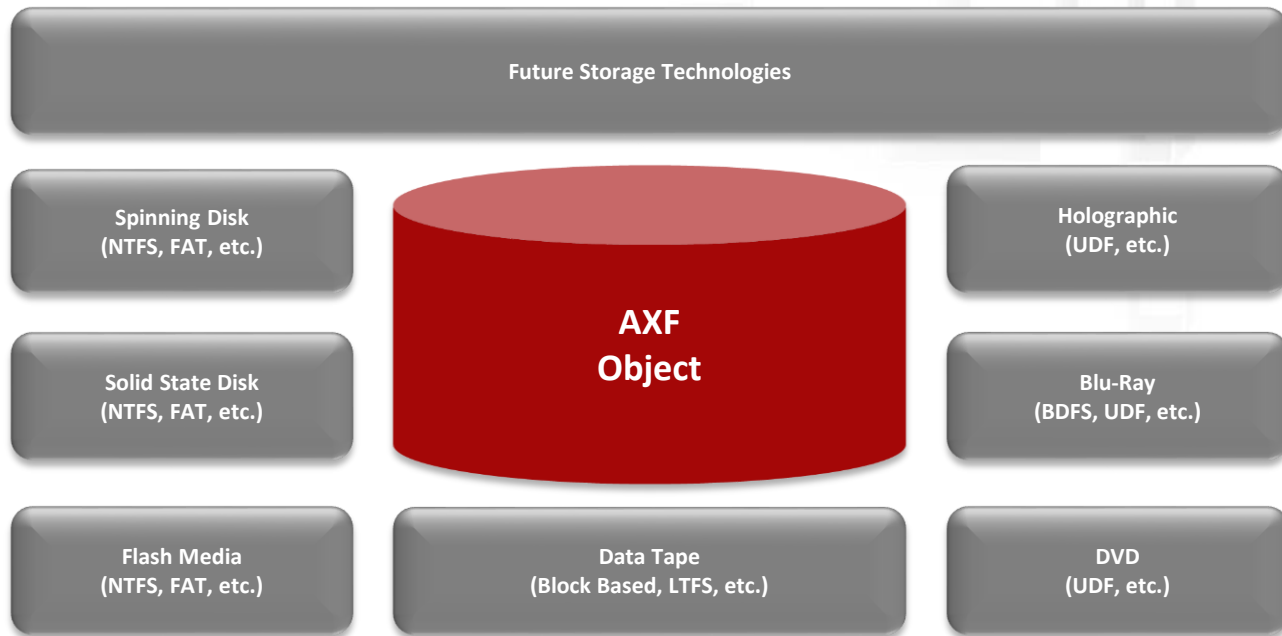
AXF in Media and Entertainment

Metadata   Media Payload   Ancillary Files

Asset Components
- Structured
- Unstructured
- Proprietary
- Open

Preservation Elements
- Access Control
- Provenance
- Fixity
- Context
- Reference

File System
- Universal Storage Agnostic File System

AXF Object

AXF in Big Data Archiving

Generic File/Folder/Data Collections

Preservation Elements

File System

Access Control | Provenance | Fixity | Context | Reference

Universal Storage Agnostic File System

AXF Object

AXF is a Universal Format

Future Storage Technologies

Spinning Disk
(NTFS, FAT, etc.)

Solid State Disk
(NTFS, FAT, etc.)

Flash Media
(NTFS, FAT, etc.)

AXF
Object

Data Tape
(Block Based, LTFS, etc.)

Holographic
(UDF, etc.)

Blu-Ray
(BDFS, UDF, etc.)

DVD
(UDF, etc.)

AXF Certified Technologies

aspera   hp   SONY

HITACHI

DELL   Seagate

NEXSAN

EMC²   SIGNIANT   IBM

harmonic   Quantum

ORACLE

NetApp™   TOSHIBA

The AXF Standard

- Society of Motion Picture and Television Engineers recently published standard **SMPTE ST 2034-1:2014**

- Includes all LTFS functionality while overcoming its limitations and adding significant transport, security and preservation features

- Check out OpenAXF.org for more info

LYNX CSMaaS: Active Archive

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LYNX CSMaaS: Business Continuance
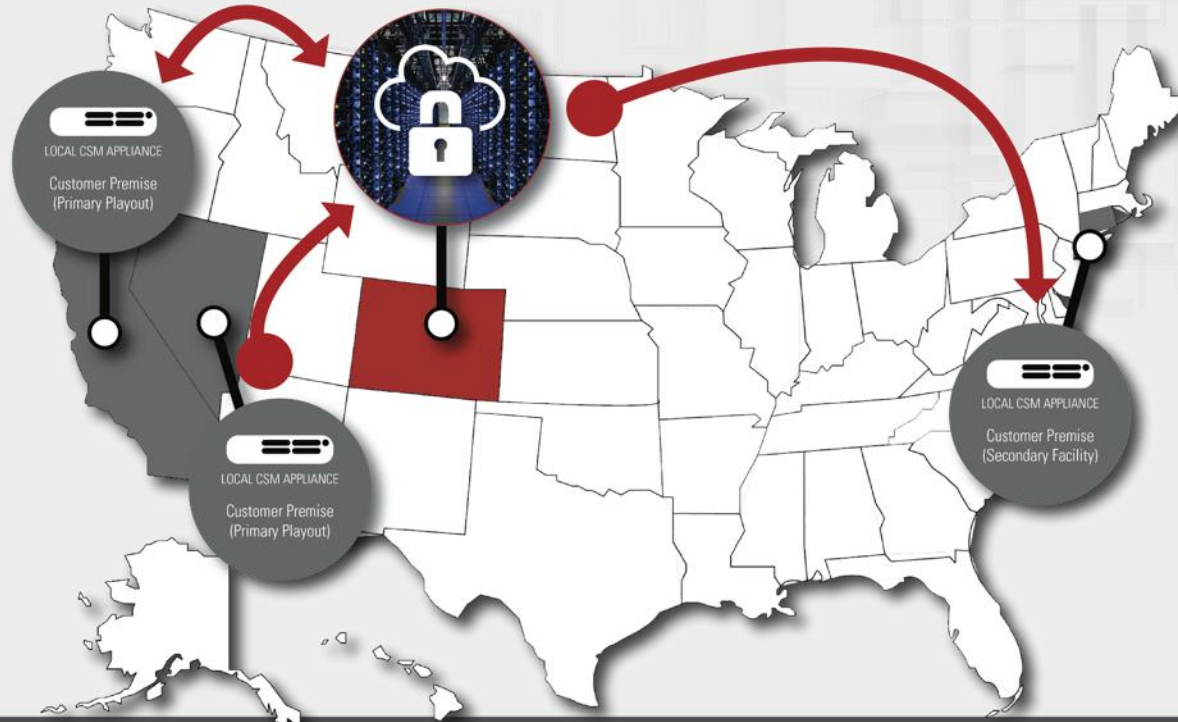
LYNX CSMaaS: Elastic OTT Distribution

LYNX CSMaaS: Simplicity is Key

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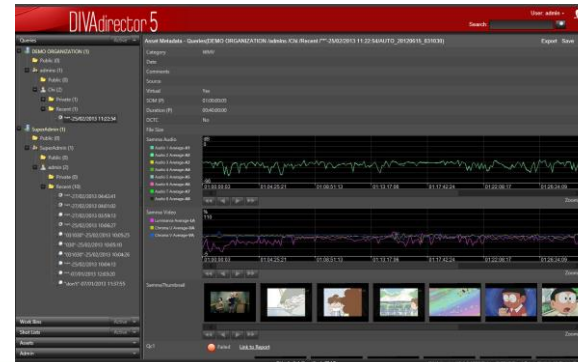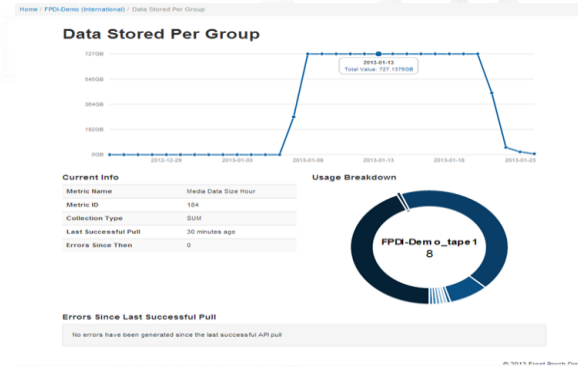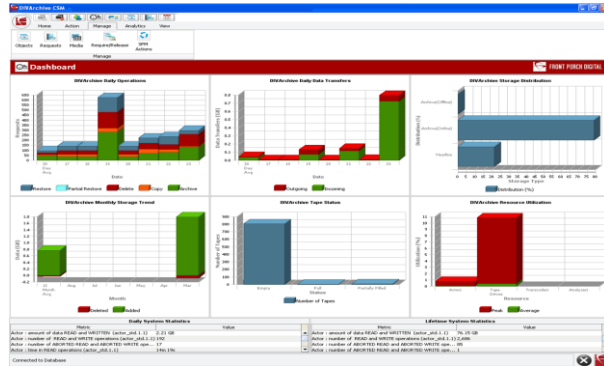
LYNX CSMaaS: Core SLA Features

- Redundant copies of all assets generated automatically

- Automatic migration to new storage technologies over service term

- Archive eXchange Format (AXF) standard based storage

- Automatic generation of frame accurate proxies for all media assets

- Web-based MAM front-end allows browser based access to stored assets

- Proven integration to hundreds of media devices and systems (editing systems, video servers, automation, etc.)

- First byte of data access in seconds or minutes

- Content aware features such as timecode based partial restore, transcoding, etc.

- Advanced lifecycle policies govern replication, transcoding, restores and deletions

- Federated view of assets stored on-prem and in the cloud

- End to end content authentication, verification and checksums ensure data integrity

- Open APIs for third party control

- On and off-boarding by AXF media shipments

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More Customers. More Countries. Dominant Global Market Share.

550 Total Customers

North America — **202** Customers

Europe — **160** Customers

Asia — **132** Customers

South America — **32** Customers

Australia — **13** Customers

Africa — **11** Customers

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Front Porch Digital: An Oracle Company

DATAMONITOR

DEVONCROFT
PARTNERS LLC

DOMINANT GLOBAL MARKET LEADER IN CSM FOR MORE THAN A DECADE

TRUSTED ADVISOR TO GLOBAL MEDIA ELITE: 1EB+ UNDER MANAGEMENT

FIRST MOVER ADVANTAGE IN GLOBAL PRIVATE CLOUD CSM

SUPERLATIVE CUSTOMER LOYALTY WITH MORE THAN 550 INSTALLATIONS

ACQUIRED BY ORACLE CORP IN SEPTEMBER 2014

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