



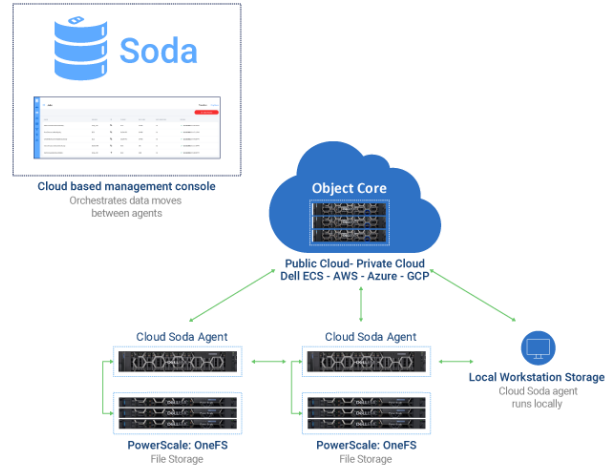
Dell and CloudSoda – Making Creative Collaboration a Breeze

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Data orchestration is a hot topic and has been one for a long time! The challenges posed by data movement are especially acute for media productions with multiple locations spread across the globe. Moving data at scale is expensive and prone to all sorts of “gotchas”. Time lost due to artists not having the latest version of files or unavailable data can be costly. Enter CloudSoda.

CloudSoda introduces the concept of data movement as a service. The CloudSoda management console is hosted and managed in the cloud. All configuration and data movement policies are managed from this cloud-hosted site. From the console, preconfigured local agents are created and downloaded. These agents live on compute connected to storage targets such as PowerScale or Elastic Cloud Storage (ECS). Data movement policies triggered by the management console allow the local agents to directly transfer data between themselves. There are options for synchronizing, moving, and copying data between object, file and direct-attached storage targets



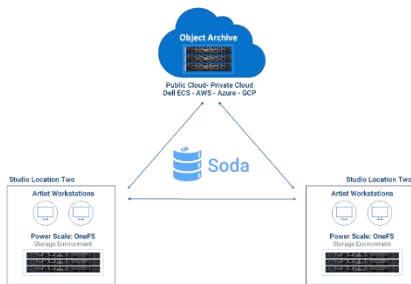
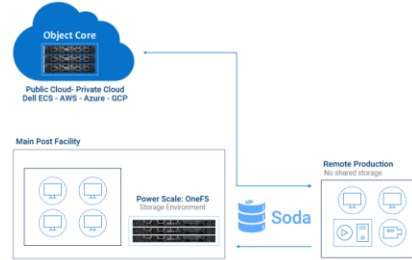
Testing is a big part of what we do at Dell, so we know how well a solution works before recommending any solution to our customers. I set up a CloudSoda account with various storage targets: my local laptop hard drive, a private ECS object store, and a PowerScale storage cluster, and, in minutes, I had set up policies in CloudSoda to move data in and out of the object store and directly between my laptop and the PowerScale cluster.

These policies could be recurring on a schedule or one-time quick transfers. Conveniently, there was even a dry-run feature to preview how many files and amounts of data a particular policy would move. The dry run feature was especially helpful and saved me from making errors a number of times while configuring policy filters to move files or new data.

CloudSoda lends itself to various media use cases where data is moving between locations, here are a few examples:

Remote Production:

For remote productions, getting the camera data to the post-production facility as quickly as possible can be a challenge. With CloudSoda, remote productions can move data from a local RAID or hard drive to object storage or a PowerScale NAS back at the post facility. CloudSoda agents running on dedicated data transfer machines at the remote location can be configured to move data to one or more targets.



Multisite production with an object core

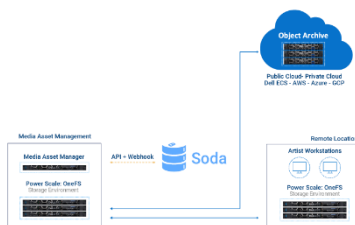
Content creation is often spread between multiple facilities that all need access to the underlying media. CloudSoda's policy-based engine can synchronize files to an object repository while simultaneously copying data directly between file storage at each remote location. In this manner, underlying media assets that may not change can be protected on object storage while smaller, transitory project files can be copied directly between locations.

Remote users and main production facility

Another common scenario is remote users who need access to production data and an automated approach for moving newly created media back to the main facility. CloudSoda provides a secure way for automated data moves to remote users. Complementary policies can be configured to move data back to an object core or performant file storage at the main studio.



Media asset management data mover



The CloudSoda API allows for external applications to trigger data moves or archives programmatically. For instance, a media asset management system can send job parameters by API to Soda for a large data move. CloudSoda will in turn move the files or objects and can inform the asset management system with a webhook when the job is complete.

As data movement and orchestration becomes a growing and persistent need for media companies, CloudSoda provides a compelling answer for the global content supply chain to manage this critical task.

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