



NetApp™
Go further, faster

Industry Solutions

Digital Content Management Solutions for Media and Communications



KEY BENEFITS

Increase return on assets

Leverage our simplified management tools to do more with less and improve productivity in your workflow.

Improve availability

Get 99.998% system and application availability without sacrificing cost, performance, or capacity utilization.

Rapidly address changing business needs

Scale seamlessly without disruption using our open, modular infrastructure.

Generate new revenue streams

Deliver new content and services faster with our open, flexible infrastructure.

Access our extensive expertise

Let us help you design a digital content management solution tailored for your unique needs.

GROW YOUR BUSINESS AND MAXIMIZE YOUR RETURN ON ASSETS

As the world's media goes digital, change is the one constant for organizations focused on media and communications. The pressure is on to retain “eyeballs” and attract new customers and advertisers. To grow and stay competitive, you need to face the challenges of integrating a steady stream of new services, developing new sources of content, meeting new quality expectations, and delivering new media formats to new devices—all for a growing number of discriminating, highly targeted demographic audiences.

With our digital content management solutions you get the business agility and flexibility you need to improve your return on assets (ROA) and exploit new sources of revenue. NetApp makes it easier for you to meet demands for quality and do more with less. We can help you improve profitability in today's highly competitive and dynamic marketplace. The productivity and cost benefits of our solutions are among the reasons why media and communications companies around the world choose NetApp and why Gartner, Inc., puts NetApp in the “Leaders” quadrant—its highest rating¹.

INCREASE RETURN ON ASSETS

You are challenged to protect and leverage your existing content and improve revenues while maintaining or reducing capital and operating expenses. We understand this pressure and offer industry-leading solutions that can help improve your ROA. By implementing a profitable data management strategy with critical infrastructure and scale-out capabilities, you can maximize storage utilization and quickly and dynamically address your changing business and technology needs.

Align media assets with corporate IT resources

In many media companies today, the IT and creative departments work together to align the IT capabilities of the company with core media operations. They create a competitive advantage by optimizing file-based workflows for managing and delivering content to a wide range of media outlets. With NetApp, you can simplify and centralize management of business applications and content assets throughout your enterprise. The same storage architecture that delivers improved performance for back-office applications, such as Microsoft® Exchange, SAP®, and Oracle®, can also improve performance and accessibility for online, near-line, and archival storage of your core video, audio, and image assets.



Manage more content with fewer resources

With NetApp's systems you get one of the lowest TCOs in the storage industry—largely because of our simplified management. Our unified storage architecture facilitates the deployment of a single, integrated storage solution, enabling you to minimize complexity and operational costs while bringing superior flexibility to your storage environment. While other storage platforms demand different tiers of software and processes for different tiers of storage, our unified architecture lets you use just one set of software and processes across all tiers of storage. In addition, our storage operating system lets you automate most complex management tasks, reducing human error and freeing your IT staff to focus on your data management strategy instead of routine tasks. Thanks to the simplicity of our data management solutions, a division of a major news media corporation was able to manage growth from 5TB to over 200TB (in less than one year) without any additional headcount.

Maximize storage utilization

Growing volumes of data impact every facet of the media and communications industry. The Internet provides an effective example: Although the democratization of content production and delivery makes for lower production costs, this advantage is offset

by increases in the cost and complexity of storing and managing the mounting volumes of online content. Traditional disk arrays require that storage space be allocated and dedicated at initial setup, resulting in overprovisioning and higher storage costs. You get seamless scalability with NetApp's unified storage architecture.

Our patented thin-provisioning technology is built into all our systems, so you can grow and shrink volumes on demand without disrupting service to your creative teams or your subscribers. This capability can improve your storage utilization by up to 40%. When you are ready for an upgrade in performance or capacity, you can expand on the fly using existing storage shelves and by simply "swapping" with higher-performance or capacity drive models. Unlike with competing solutions, there is no need for disruptive, time-consuming data migration when adding more storage.

Provide continuity of services

Availability is key to keeping your competitive edge, whether it is keeping your creative team focused on content creation, delivering your video content whenever and wherever it is needed, keeping your subscribers surfing the Internet, or billing according to usage. Our clustered solutions lead the industry with uptime in excess of

99.998%. You get continuous system and application availability without sacrificing cost, performance, or capacity utilization.

Optimize the benefits of a virtualized infrastructure

Virtualization capabilities are built into all of our storage platforms, helping you simplify enterprise data management while reducing TCO. Our virtualization technologies enable you to consolidate networked storage at every level of the storage hierarchy, regardless of specific requirements for NAS, Fibre Channel SAN, or IP SAN implementations. Because our technology displays a logical presentation of data that is not constrained by the physical storage infrastructure, you can focus your attention on critical business applications instead of hardware complexities.

GENERATE NEW REVENUE STREAMS

Many media and communications companies deliver new content and services to customers every day. Reliability demands are taxing and quality of service (QoS) is critical to keeping your competitive edge. Whether it's video delivery to cell phones or on-demand cable and satellite broadcasts, you must be able to quickly create content, encode it for delivery, and develop and test your new services.

Speed creation and delivery of higher-quality content

Our scale-out storage solutions for digital media uniquely address the scalability requirements of large multi-site production or content distribution facilities. Our technology speeds creation of special-effects shots and animation sequences for hundreds of popular films and game titles. Our clustering software and systems support render and build farms with thousands of UNIX® or Linux® nodes working in parallel. You can scale dozens of nodes with multiple gigabytes per second of throughput and petabytes of storage capacity—all in a single, global namespace. Performance scales linearly as you add additional nodes.

Because our solutions are based on open standards and deliver configuration flexibility, many popular 2D and 3D animation and editing applications interface directly with our solutions in NAS or SAN configurations. You can use our products as a central content repository for many applications or for provisioning to more costly purpose-built storage designed for high-resolution film scanning, finishing, and color-grading applications. Our solutions provide a foundation for file-based, high-definition content management, so in distributed environments you can take full advantage of a 24x7 worldwide production pipeline.

Accelerate development of new services

With our data cloning technology, you can instantly create copies of your production data without requiring additional storage, helping you to get to market faster by saving you testing and development time. By using our highly scalable and flexible digital content management infrastructure, you can quickly and reliably deliver simultaneous data access to multi-platform clients and servers. We help you gain a competitive edge by enabling faster content delivery in the quality and file types your customers demand.

Repurpose content

By converting historical analog media to digital formats, you can protect it for future generations while also making it more quickly available to monetize and repurpose into new distribution channels. Our systems provide the perfect near-line and archive solution for broadcast libraries, digital asset management, and digital cinema remastering projects. Our high-performance systems scale to more than 500 terabytes and can be deployed in parallel to handle multi-petabyte-sized archives. Our systems interface with major hierarchical storage devices and innovative hardware and application software products to maximize efficiencies in the entire migration, management, and archive workflow to help make this daunting endeavor cost effective.

Create content once and deliver via many mediums

NetApp's support for heterogeneous applications and protocols means you can use one storage platform to feed all your automation, asset management, transcoding, and ingest/playout servers. Because you can access and deliver content over any standard network protocol, you can create the content once and deliver it for a variety of purposes.

PROTECT YOUR CONTENT

There is no room for error when it comes to protecting your content or your customer's content. With our security appliances, you get military-grade encryption for data at rest and in flight, reducing the risk of unauthorized access, misuse, or theft. You can easily deploy our in-line security technology anywhere in your architecture without impacting performance or disrupting workflow.

Unimpeded and reliable delivery of content and services is also critical to the media and communications industry. Our disk-based backup solutions help you instantly retrieve lost data in the event of a failure. Our patented, dual-parity RAID technology delivers the protection you need to avoid losing content files while providing the performance your most demanding



applications require. With NetApp, less expensive SATA disk technology is now a viable choice for the digital content workflow. We also offer virtual tape library products to reduce backup costs by as much as 67%.

TEAM WITH INDUSTRY LEADERS

Specialty application vendors abound for editing, automation, media asset management, and archive management with proprietary software purpose-built for specific workflows. Because we support industry-standard protocols, our solutions do not require you to access data through proprietary interfaces. You get extremely fast, easy-to-use, multipurpose storage. Additionally, we've developed deep

partnerships with key enterprise application providers such as Oracle, Microsoft, SAP, and IBM along with best-of-breed digital content management application vendors. Through these partnerships, we are committed to delivering integrated solutions that provide a seamless and reliable experience.

Access extensive storage and data management expertise

When you partner with our Professional Services and Global Support teams, you gain access to our extensive storage expertise, innovative technologies, and best practices. Team with us to accelerate the return on your infrastructure investments. We will respond quickly to your problems,

no matter where in the world they occur. With one of the most flexible support programs in the industry, you will always get just the support you need to address your unique requirements.

Discover our passion to help your business go further, faster. Call your NetApp representative or find us on the Web at www.netapp.com.

¹Gartner, Inc., "Magic Quadrant for Storage Services, 2Q'07" by Adam W. Couture and Robert E. Passmore, May 16, 2007

NetApp creates innovative storage and data management solutions that accelerate business breakthroughs and deliver outstanding cost efficiency. Discover our passion for helping companies around the world go further, faster at www.netapp.com.

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