

Archiving and Publishing in the Cloud

Pros and Cons

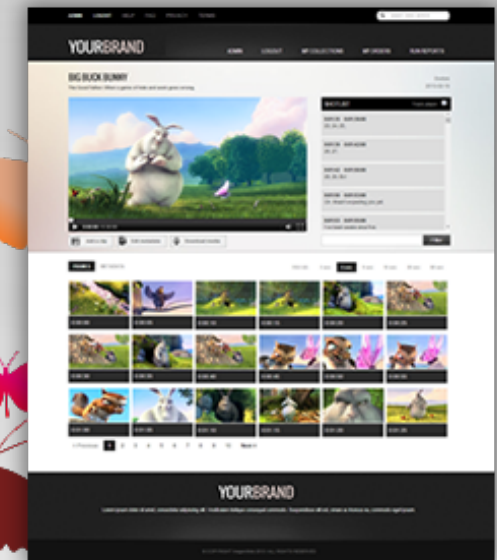
Ian Mottashed, Cambridge Imaging Systems

Cambridge Imaging Systems



Imagen

Media Management & Publishing System



What is The Cloud?



Characteristics of the Cloud?

- Rapid Scaling
- Self Service
- Metered
- Redundancy

Types of Cloud?

- SaaS: Software as a service
- PaaS: Platform as a service
- IaaS: Infrastructure as a service
- Cloud Storage

General Advantages of The Cloud

- File accessibility
- Redundancy
- Sharing
- Price
- Rapid deployment
- Zero cost of entry/exit

General Disadvantages of The Cloud

- Bandwidth
- The Cloud company folds
- Security
- Jurisdiction
- Not applicable to some (MOD, BUFVC)

The Cloud for Archiving

- High (ISO) standards
- Incredible track record
- They are likely to be better than in house IT
- But...

Ooops.

Amazon's Cloud Crash Disaster Permanently Destroyed Many Customers' Data

HENRY BLODGET | APR. 28, 2011, 7:10 AM | 93,051 | 75

f Like

in Share

🐦 Tweet

+1

EMAIL

+ MORE

g+1 9



In addition to taking down the sites of dozens of high-profile companies for hours (and, in some cases, days), Amazon's huge EC2 cloud services crash permanently destroyed some data.

The data loss was apparently small relative to the total data stored, but anyone who runs a web site can immediately understand how terrifying a prospect any data loss is.

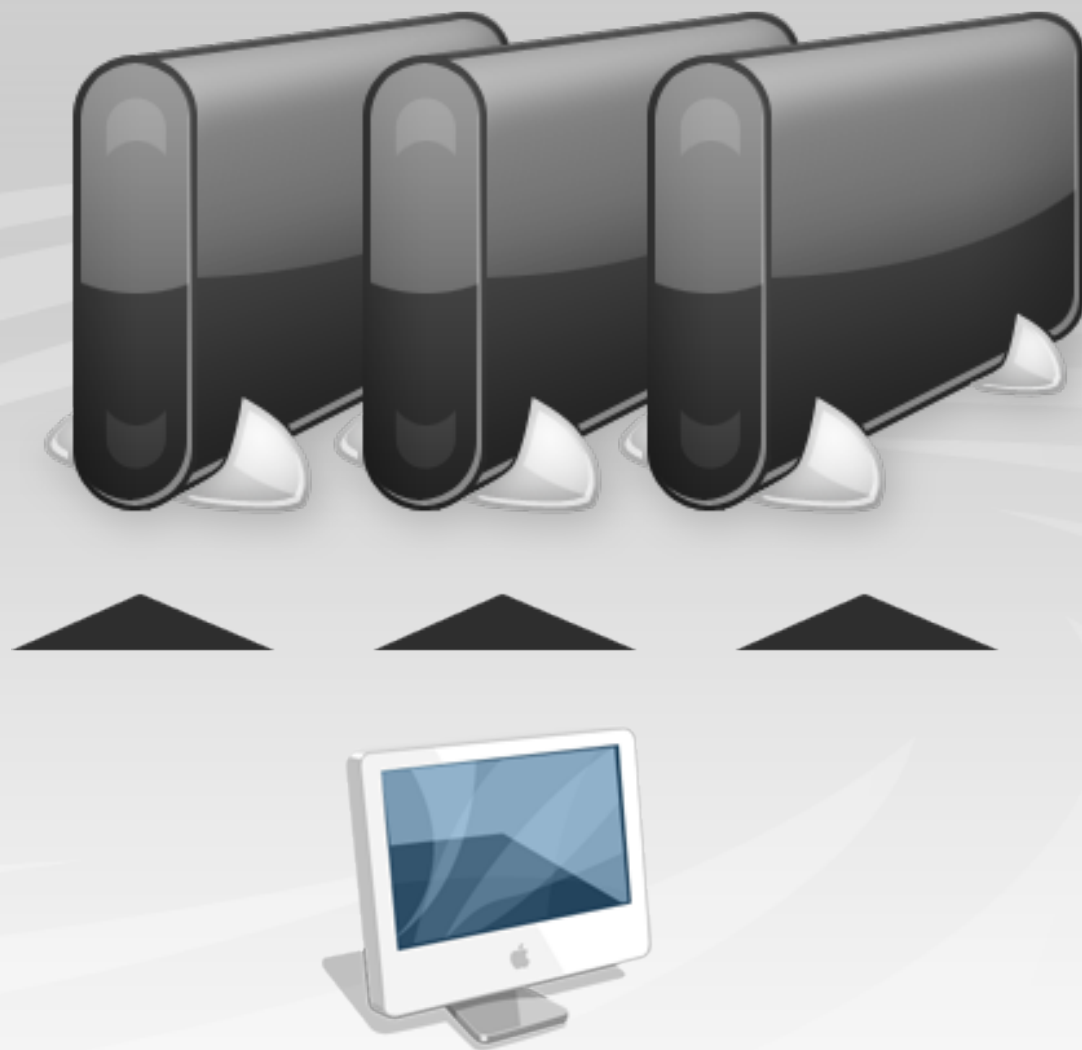


Um...

The Cloud for Archiving

Outages do occur – but is this less likely than hosting yourself?

- Part of a greater archiving strategy



Cloud Services

- Editing (Forscene, Frameblast)
- Production (Adobe Anywhere)
- Transcoding (Zencoder)
- PAMs – Production Asset Management (Zoocore, Cinesync)

Media Asset Management and Publishing

- ImagenCloud
- Great for distributing content
- Mezzanine level storage

ImagenCloud

Media Management & Publishing System in the Cloud

