ACCELERATE TRANSCODING WORKFLOWS WITH PURE STORAGE

Transcoding workflows often result in high bandwidth demands on shared infrastructure and massive concurrent requests for data. When shared storage cannot handle the demands of transcoding at scale, storage becomes a bottleneck and transcoding processes can slow entire end-to-end workflows.

THE MEDIA STORAGE CONNECTION

The time spent on transcoding and the efficiency of transcoding systems is directly impacted by the performance of underlying shared storage systems and even small storage delays can have a huge impact in aggregate. To accommodate the increasing number of nodes that simultaneously connect during large scale transcoding, storage must be able to support significant concurrency – the ability to handle massive numbers of simultaneous connects and requests for data. Server resources are increasingly shared with other workflows such as rendering, further increasing concurrent demands on shared storage.

Storage bandwidth is also a frequent challenge – storage must be able to provide the connection speed in aggregate to support a large number of concurrent connections. As 4k and 8k codecs have increasingly become mainstream, bandwidth for playback has become an even greater challenge and source files have become dramatically larger. With larger files controlling storage footprint, storage density has become increasingly important. Further, overall storage performance (measured in input/output operations a second, or IOPS) must scale far beyond the abilities of most traditional shared storage. Performance of storage must be consistent, with minimal changes in IOPS or response time (latency) to optimize encoding and transcoding workflows.

PURE STORAGE ACCELERATES TRANSCODING WORKFLOWS

Pure Storage systems are reliable, high-density, and provide dramatic improvements in the speed of transcoding workflows when used with common transcoding systems such as Elemental, Vantage, Harmonic/Rhozet, FFMpeg, and others. Supporting block (Fibre Channel and Ethernet/iSCSI), file (NAS), and object storage protocols, Pure Storage is helping drive productivity and efficiency across a wide range of media workflows.

NOW YOU CAN:

- Provide storage that meets the demands of 4k, 8k and beyond codecs

- Handle massive amounts of concurrent connections at no performance penalty

- Scale in capacity, non-disruptively, with the increasing demands of encode and transcode processes

PURESTORAGE®

Hello Possible™
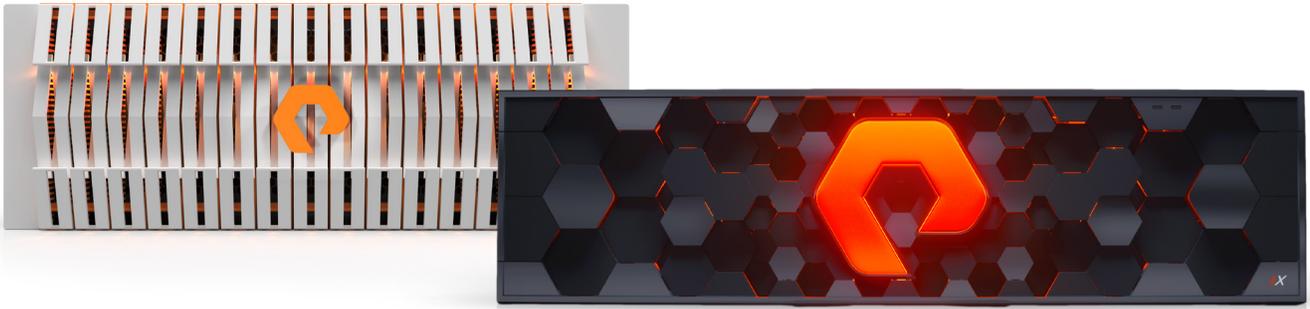
PURE STORAGE FLASHBLADE

FlashBlade™ is an all-flash file and object storage system designed for large data sets and capable of handling tens of thousands of concurrent transcoding requests.

FlashBlade is designed to support advanced applications while providing best-of-breed performance in all dimensions of concurrency – including more than 1 million IOPS, >16GB of bandwidth – while offering breakthrough levels of density.

PURE STORAGE FLASHARRAY//X

FlashArray//X is an all-flash NVME-based block storage system optimized for low latency, high performance workloads such as encoding/transcoding.

FlashArray//X provides a high-speed data platform for media that is effortless, efficient, and evergreen providing everything you need to consolidate workflows and applications – databases, virtual machines, analytics, and webscale – on a single system.

TRANSCODE WITH CONFIDENCE

Pure Storage helps large and small media companies push the boundaries of efficiency and productivity with our all-flash based technology, combined with our customer-friendly business model. At Pure we provide our customers with a data platform that helps them put their data to work – including some of the largest media and entertainment companies on earth. With Pure's industry leading Satmetrix-certified NPS score of 83.5, Pure customers are some of the happiest in the world, and includes organizations of all sizes, across an ever-expanding range of industries.

WORKFLOW AUTOMATION

SQL MIRRORED DATABASES

EDITING WORKSTATION

ENCODING/ TRANSCODING SERVERS

WORKFLOW PORTAL

LOCAL IP NEWORK

FLASHBLADE   FLASHARRAY//X

PURESTORAGE®
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sales@purestorage.com | **800-379-PURE** | **@purestorage**