Nutanix Accelerates Media Production Workflows

"We can size workloads on the fly with the Nutanix Enterprise Cloud and quickly add resources to meet the needs of a produc- tion as they ramp up – just as with AWS or Azure but at a much lower cost and on our own terms."
–Daniel Davis, Infrastructure Manager, Endemol Shine UK

Media companies are seeking a more elastic, cloud-like approach for production workflows like editing and transcoding. As your workflows get distributed across the country or across the globe, the traditional approach—built on specialized, dedicated hardware—is simply no longer flexible or agile enough.

Because of the size and value of media assets, and the often time-critical nature of production workflows, shared public cloud services are rarely a viable option. As an alternative, media companies are increasingly turning to hyperconverged infrastructure (HCI) to virtualize important applications and increase agility.

Nutanix Enterprise Cloud, the industry's leading HCI solution, solves the production workflow problems you face today and positions your team to more flexibly address future challenges. With Nutanix, you can:
• Provision digital workspaces to meet the needs of a dynamic workforce.
• Streamline and automate management to simplify operations and eliminate workflow bottlenecks.
• Scale quickly to tackle new projects and accommodate growth.
• Deliver superior reliability, availability, and data protection.

With Nutanix, infrastructure becomes invisible, allowing your team to focus on optimizing workflows and delivering content rather than wrestling with complex hardware and cabling.

NUTANIX STREAMLINES PRODUCTION WORKFLOWS

Process modernization has become essential for media companies that want to accelerate the pace of production and capitalize on new business opportunities while keeping operating costs under control. Nutanix accelerates your modernization efforts with:
• **Advanced digital workspaces**. Empowering your teams to work better, faster, and more flexibly is one of the keys to media success. Nutanix delivers digital workspaces that allow your teams to work where and when they need to and collaborate more easily, while protecting the security of valuable digital assets.
• **A single platform for all applications**. Nutanix supports all your application needs across your workflow—from virtual desktops, to asset management, to transcoding to analytics—on a single integrated platform.
• **Greater operational efficiency and integration**. By reducing IT complexity and simplifying management, Nutanix eliminates barriers to productivity, enabling your team to focus attention on process innovation and smoother content delivery.
• **Security from the ground up**. Because security is designed in rather than bolted on, your digital assets remain more secure with less effort.

NUTANIX DIGITAL ENTERPRISE FOR MEDIA

In an ideal world, your infrastructure and application stack would be uniform across all functions and locations. Nutanix Enterprise Cloud provides a single point of control for managing infrastructure, applications, and data, making that ideal a reality.

NUTANIX™
YOUR ENTERPRISE CLOUD

Nutanix Streamlines Media Workflows

To understand the true power of Nutanix, you have to understand how it empowers users.

Fast startup. When users log in to VDI running on Nutanix, their sessions begin with no delays and deliver great performance all day long.

Easy task switching. If a user needs to switch to a task with different hardware requirements, they can change profiles and get the resources they need without switching seats.

Collaboration. If a user needs a second opinion, they share there session and collaborate in real time, across the room or across the country.

Work from anywhere. Users can connect to sessions from almost any device or location to check progress or make last-minute changes.

• **Software-defined**. Nutanix pioneered hyperconverged infrastructure technology, integrating compute, virtualization, storage, and networking to power any application at any scale. This means the same infrastructure stack can power all aspects of your production workflow such as editing, transcoding, and digital asset management, and you can allocate more resources to particular functions whenever they are needed.

• **One-click management**. Everything in your environment is managed through Nutanix Prism, streamlining common IT tasks and providing a single interface for managing servers, storage, data protection, virtualization, and more. Management tasks are simple and don't require an administrator who's an IT expert. System updates can be accomplished with a single click and no planned downtime.

• **Application automation**. Nutanix Calm simplifies the deployment and management of virtual desktops and applications, incorporating all necessary elements into an easy-to-use blueprint. Do you need to deploy more infrastructure for editors or allocate additional resources for transcoding? Nutanix Calm makes those tasks easy, fast, and repeatable.

Asset Management   VDI   Transcode   Editing/GFX   Ingest/Playout   Object/File   VOD/OTT

A SMARTER APPROACH TO DIGITAL WORKSPACES

Virtual Desktop Infrastructure (VDI) is replacing traditional workstations and specialized hardware for video editing, animation, and other media tasks, increasing flexibility and enabling mobility and collaboration. But, deploying and managing high-performance VDI can be both challenging and time consuming. Traditional VDI architectures with separate storage and compute create unnecessary complexity and introduce scaling challenges.

Nutanix Enterprise Cloud ensures VDI success with solutions that are simple, secure, and deliver a better user experience. Nutanix web-scale architecture provides predictable performance, linear scaling, and simplified management for VDI deployments. VDI solutions built on Nutanix are:

• **GPU-enabled**. Accelerate graphics-intensive applications with leading GPU technology.

• **More secure**. With VDI, digital assets remain secure in your data center during the entire workflow, rather than being copied from one physical system to the next.

And Nutanix gives you the flexibility to run the software that's best for your operations:

• **Run the VDI software of your choice**. Choose from Citrix XenDesktop, VMware Horizon, and others.

• **Choose from flexible hypervisor options**. Citrix hypervisor, Microsoft Hyper-V, VMware ESXi, or Nutanix AHV. The full-featured and fully integrated Nutanix AHV hypervisor is included with purchase.

NUTANIX XI CLOUD SERVICES

Nutanix Xi Cloud provides a native extension to Nutanix Enterprise Cloud, delivering an integrated public cloud environment that can be instantly provisioned and automatically configured.

Xi Beam

Optimize the cloud spend and ensure security compliance in multi-cloud environments

Xi Frame

Run secure, software-defined virtual desktop workspace in any cloud environment.

Xi Leap

Natively integrated cloud-based disaster recovery.

READY TO FAST TRACK YOUR TRANSFORMATION?

Nutanix is a trusted partner for the media industry, helping content producers transform their businesses. To learn more about how Nutanix can help your business prepare for the future, contact Nutanix at info@nutanix.com, follow us on Twitter @nutanix, or send us a request at www.nutanix.com/demo to set up your own customized briefing.

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