

# Qumulo Advances Collaborative, High-Performance Media and Entertainment Workflows

Qumulo's file data platform powered by Supermicro provides a modern infrastructure for data-driven media and entertainment organizations, and meets the needs of today's in-house and remote creative teams for post-production, animation and visual effects, games production, broadcast, and corporate video production.

Qumulo's file system provides reliable, high-performance data access to speed creativity and collaboration, as well as robust management, storage and protection for petabyte levels of HD, 4K and 8K content across on-prem, and public cloud environments. Qumulo's file system is designed to provide support and visibility for billions of files, with easy scalability to enable rapid growth and expansion.

## Performance to Speed Workflows

Media organizations can utilize Supermicro's all-NVMe platforms that provide low latency and ultra-fast performance to accelerate collaboration, creativity, management, and delivery. Qumulo's file data platform provides fast data access, and powers rendering on-prem or in cloud environments, together with cost-efficient content storage, in one solution - no complex tiering required.

## Hybrid-NVMe for performance and economy

Qumulo and Supermicro's all-new hybrid-NVMe platform delivers greater performance efficiency with a single Supermicro deployment. No longer must you trade off economy for performance (or vice versa) or require multiple vendors to address both. Qumulo on new Supermicro hybrid-NVMe nodes deliver the performance you need while maintaining cost-efficiency at scale using intelligent prefetch technology that predictively moves data so that most reads and all writes are NVMe first for maximum speed where and when it's needed.

## Harness the Power of the Cloud

By leveraging Amazon Web Services (AWS), Microsoft Azure or Google Cloud, Qumulo enables media and entertainment organizations to quickly and easily burst compute power to the cloud to create render farms on demand, to support rendering and production processes. In addition, studios can also spin up complete cloud production environments with Qumulo providing multi-location production teams with access to the applications and content they need to more effectively collaborate and meet project deadlines faster. This flexibility eliminates the barriers and complexities of legacy storage, enabling media organizations to address today's rapidly changing production pipeline requirements quickly and easily.

## Enhance Collaboration and Optimize Workflows

Qumulo's file data platform, used by leading media and entertainment organizations, integrate seamlessly with existing applications. Qumulo's file system creates a single pool of storage which supports SMB and NFS file protocols and the S3 protocol for Object. Artists, editors and producers, including those working remotely, can access all content quickly and easily, and create and edit content, and render from the same volume. Supermicro's all-NVMe high-performance, economic platform in a sleek 1U form factor, combined with Qumulo's file data platform, lets you securely store, dynamically scale, and easily manage petabyte-scale file data. In addition, with Qumulo's advanced API, media and entertainment organizations can automate and optimize applications to further enhance workflows.



### Key Benefits

Accelerate performance, collaboration, and productivity to speed media workflows

- Fast, reliable user responsiveness to all media applications
- Cloud-native software enables creative teams to work anywhere in the world
- Burst cloud compute power for rendering
- Create a studio in the cloud for cloud-based editorial collaboration
- Simple scalability to support petabyte-scale capacities for billions of large and small files
- API-first design for simple application integration to automate workflows
- Built-in enterprise-level content security and protection
- Optimize creative environments, simplify resource management and reduce costs with real-time analytics
- Be delighted with Qumulo's unique approach to customer success
- Freedom of choice with one architecture supporting all-NVMe for highest performance workloads and hybrid-NVMe for performance and cost efficiency

## Simple Scalability and Enterprise-Level Protection

Managing rapid growth demands is easy with Qumulo. With its modular architecture, media and entertainment organizations can use Qumulo's file data platform to expand capacity and support billions of files and petabyte-levels of data, on-prem or in the cloud, without disruption or downtime. Qumulo provides built-in enterprise-level data protection using erasure coding, as well as local and remote snapshots and continuous replication, to ensure that data is preserved for the long-term and always available.

## Built-In, Real-Time Operational Analytics for Control

Qumulo provides built-in, real-time operational analytics that provide visibility to the entire creative environment including workstations, storage usage, throughput, latency and more, to enable administrators to optimize the environment to support maximum productivity, to quickly and easily manage issues, and help plan for future requirements.

## Customer Support That Will Delight You Today and Into The Future

Qumulo's hybrid file software is available through a simple subscription model that covers everything, including upgrades, new features, and support to help make costs transparent. Qumulo's award-winning customer success team provides instant access to a dedicated storage expert via communication tools such as Slack, ensuring you have the support you need right away to keep creativity flowing.

## About Qumulo

Qumulo is the radically simple way to manage petabyte-scale data anywhere – edge, core or cloud – on the platform of your choice. In a world with trillions of files and objects comprising 100+ Zettabytes worldwide, companies need a solution that combines the ability to run anywhere with simplicity. This is precisely what Qumulo was founded to accomplish. [www.qumulo.com](http://www.qumulo.com)

## About Supermicro

Supermicro (Nasdaq: SMCI), a leading innovator in high-performance, high-efficiency server and storage technology is a premier provider of advanced server Building Block Solutions for Enterprise Data Center, Cloud Computing, Artificial Intelligence, and Edge Computing Systems worldwide. Supermicro is committed to protecting the environment through its "We Keep IT Green" initiative and provides customers with the most energy-efficient, environmentally-friendly solutions available on the market. [www.supermicro.com](http://www.supermicro.com)

