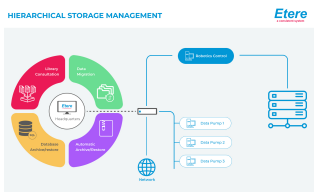


## Etere Hybrid Cloud Archive Enhances HSM Capabilities

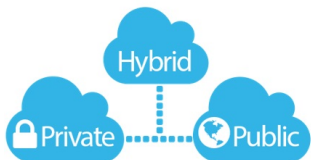
Etere HSM supports cloud, multi-cloud and hybrid cloud storage solutions suitable for all types of workflows. It equips users with the tools needed to support a fast moving digital business.



Etere logo



HSM Diagram



Hybrid Cloud Storage

Hybrid archive workflows equip broadcasters with the flexibility to address challenges in the ever changing media landscape. Hybrid cloud is a mix of both public and private clouds. It manages storage that uses both local and off-site resources, providing an integrated solution needed to optimize resources, increase productivity and enhance accessibility. Etere users are able to leverage public cloud offerings to offload heavy usage when needed. With Etere HSM, users are equipped with a highly agile solution that is able to support a fast moving digital business. With the management of different media assets, it is essential that multiple operations are needed during the entire media workflow. Multiple storage tiers allow users to mix different storage types to effectively optimise content that have different properties. A hybrid environment is one that is made up of a mix of storage media types. Some offer low-cost storage at reduced access speeds, others provide faster access at a higher cost. Etere makes it easy to integrate multiple cloud providers into your storage environment.

Agility is an important factor for that competitive edge. Etere ensures that its users are future-ready with its support for a hybrid cloud archive that helps media companies to establish geographically dispersed and collaborative workflows. Etere provides the scalability, security and unified management that empowers users to effectively manage and scale cloud archive according to their workflow needs. Etere HSM enables users to manage a mix of different archive technologies, mixing Amazon, Microsoft Google, with traditional systems as including Linear Tape-Open (LTO) storage, Sony Optical Disc Archive (ODA) storage, Disk Archive, Object Storage and Cloud Storage from a single system.

A cloud managed environment provides the flexibility to adapt to dynamic requirements with a new level of freedom and control. With hybrid cloud, users are able to move data to the cloud to accommodate workflow-driven demands and dynamic requirements. Users can match the actual data management requirements to the public, private or on-premise cloud that is most suitable. This agility provides a competitive edge to any fast-moving media environment. Cloud management is not only cost-effective, it can be easily adopted for both small and large scale workflows. It is easy to migrate existing on-premise content to cloud management. Etere HSM provides a wide range of features to manage all your long-term archive requirements. These include media asset management, high and low resolution archive management, a centralised multi-library environment, auto-update of files' library status as well as metadata integration. Its vendor neutral system provides users with the flexibility to optimize the system according to their needs.

### Key Features

- Full flexibility and scalability
- Enhance connectivity with global availability
- Easy integration with existing on-premise content
- Mix different file systems to achieve the best solution for your requirements
- Capable of managing workloads that are always changing
- Match your actual data management requirements to the public cloud, private cloud or on-premise cloud that is best suited to handle them
- Manage multiple private and public cloud systems with a single management console



## About Etere

Etere was established in 1987 it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions are used by media enterprises across the end-to-end workflow. Etere MERP modular software including MAM, Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, Newsroom Computer System (NRCS), Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it provides a worldwide 24/7 support.

