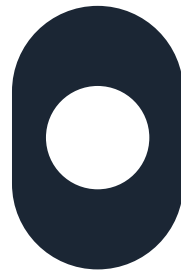
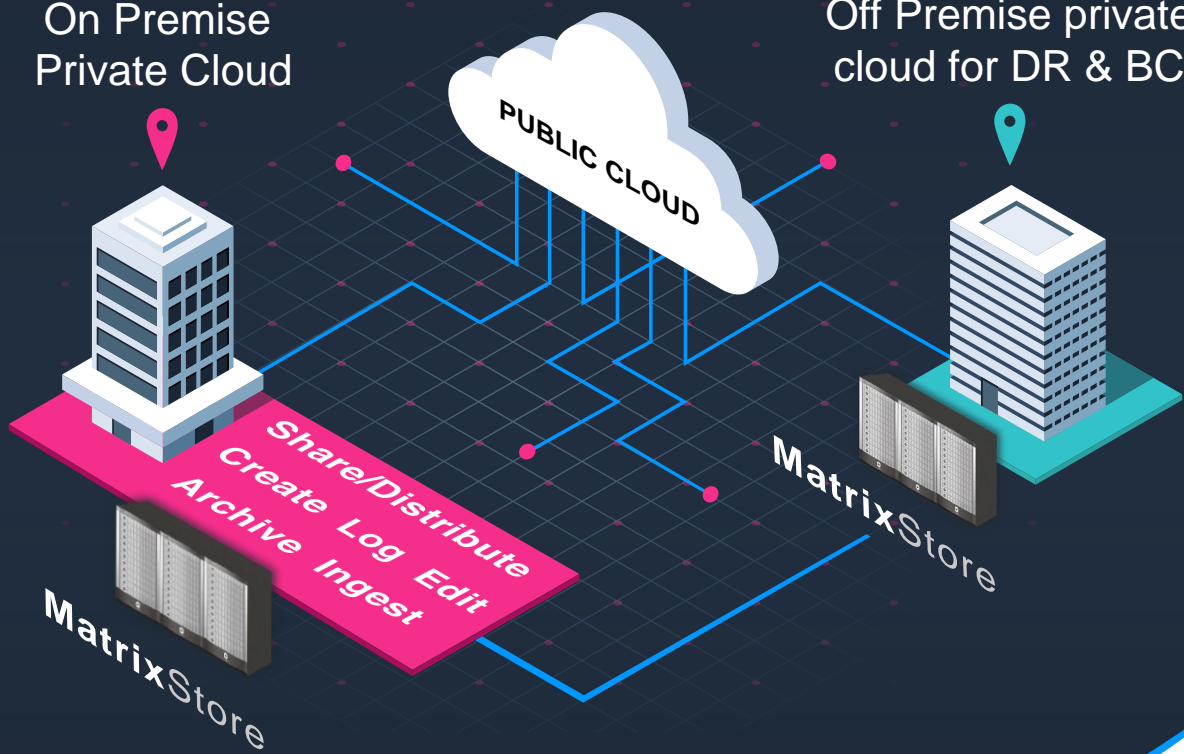


On Premise
Private Cloud

Off Premise private
cloud for DR & BC



ObjectMatrix

Hybrid Cloud

Media Focused Hybrid Cloud

Object Matrix Ltd

Pioneers of Object Storage & Hybrid Cloud for The Media Industry

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What is Hybrid Cloud?

Hybrid cloud uses a mix of on-premises private cloud and third-party, public cloud services with an orchestration of content between the two platforms. Allowing content to move between private and public clouds this gives organisations greater flexibility, more content protection (Disaster Recovery) and wider sharing options.

What is a 'Media Focused Hybrid Cloud'?

A media focused hybrid cloud is designed to meet the challenges faced by organisations creating, ingesting, logging, editing, sharing, distributing and archiving video content. This includes high speed on-premise workflows coupled with seamless synchronisation of content and metadata. Tight integrations and automated workflows ensure such organisations benefit from operational efficiencies and elastic scale of hybrid environments. Customers also benefit from integrated DR and business continuity provision.

Why Media Focused Hybrid Cloud?

- Cloud is here to stay and now offers standard interfaces
As the technology world adopt the AWS S3 interface the consumer is more confident that their content will not be locked in to a proprietary format or access mechanism.
- Avoid storage silos & future proof
A tightly integrated hybrid platform puts your content where you need it without you having to trawl through the several NAS, DAS and SAN appliances you have accumulated. Content also migrates automatically to the latest hardware platforms so no migration headaches. Fancy that!
- Horses for courses
If you need to work with HD, 4K and 8K you require on premise solutions for throughput, access times and audit. Elasticity of transformation and collaboration are often more suited to public cloud platforms. Hybrid models bring the best of both worlds to your organisation.
- Monetise your content
All the content you ever created at your fingertips with the ability to seamlessly access deep archive content from a single pane. Monetising assets is a key hybrid benefit.

Using Amazon with MatrixStore:

Amazon S3 is object storage built to store and retrieve any amount of data from anywhere – websites and mobile apps, corporate applications, and data from IoT sensors or devices. It is designed to deliver 99.999999999% durability, and stores data for millions of applications used by market leaders in every industry.

Amazon Glacier is a secure, durable, and extremely low-cost cloud storage service for data archiving and long-term backup. It is designed to deliver 99.999999999% durability and provides comprehensive security and compliance capabilities that can help meet even the most stringent regulatory requirements.

What are the Benefits of implementing an Object Matrix Media focused Hybrid Cloud Storage Platform?

Hybrid platforms meet the tactical and strategic needs of many stakeholders and bring economic and operational benefit to your business

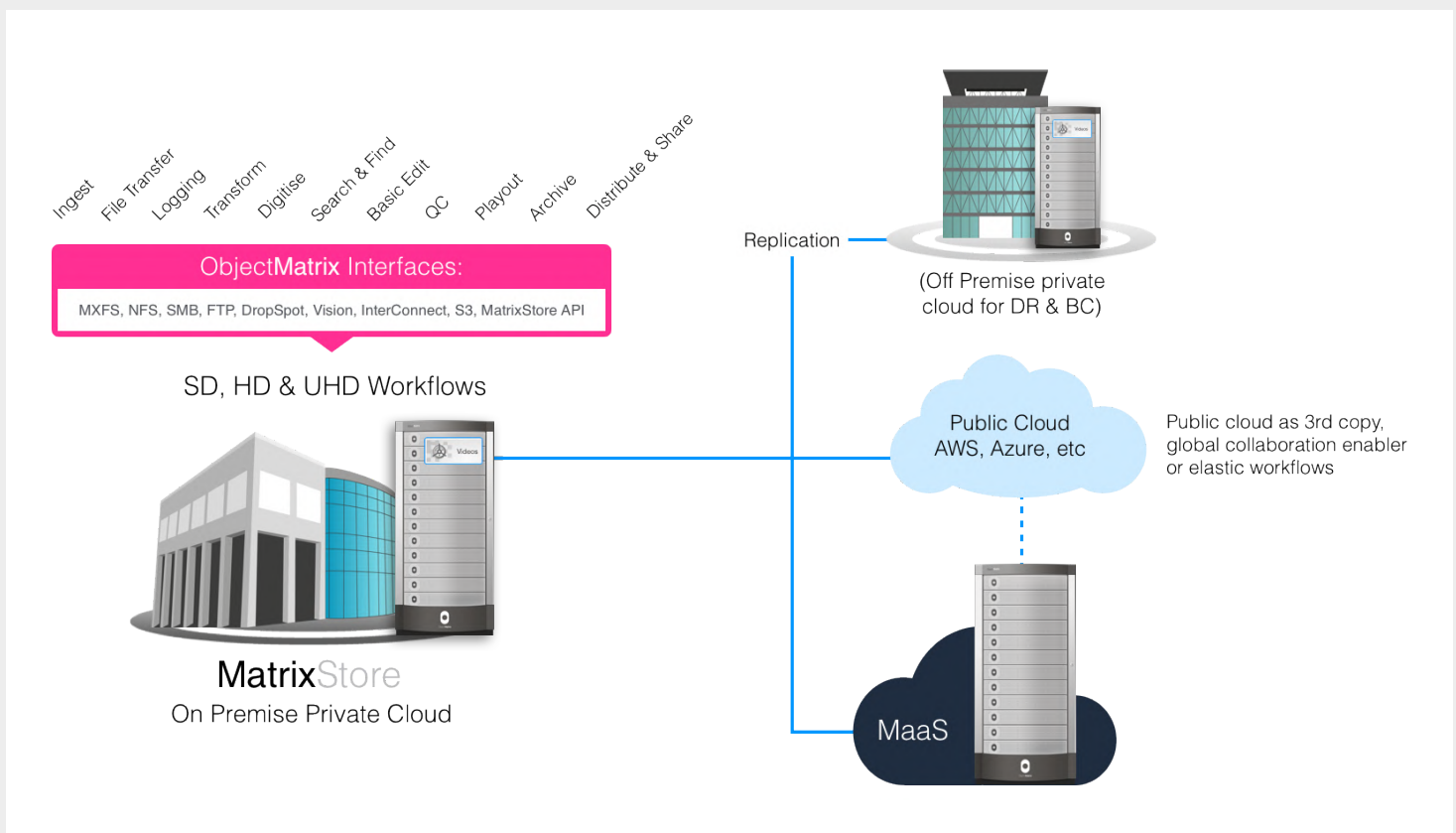
- Hybrid brings integrated workflows that combine performance and security with scale and global reach that gives you the flexibility you need
- Hybrid platforms enable you to generate new revenue streams and make you stand out from the crowd by changing the way video content is stored, accessed and shared
- Hybrid platforms work for you and will free up your time to add real value to the organisation

Meeting your needs:

If you need to work with HD, 4K and 8K you require on-premise solutions for throughput, access times and audit. The elasticity of transformation and collaboration are often more suited to public cloud platforms. Hybrid models bring the best of both worlds to your organisation

Hybrid Cloud pack

It's great having data in the cloud but if you cannot easily find and access it then there's not much point! Object Matrix provides a suite of applications to manage, curate and share content that is on-premises or in MaaS.



Object Matrix Ltd

To learn more about [Hybrid Cloud](#), please visit

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