



Highlights

- Enhance, enrich and securely manage digital content throughout its lifecycle
 - Maximize content monetization and improve data economics with data tiering
 - Dramatically improve search and repurposing of content
 - Ensure data availability for disaster recovery scenarios with offsite media storage
 - Reduce operational costs with high-density, highly scalable tape systems
 - Maximize the value of two trusted offerings—Masstech solutions and IBM tape storage—by pairing them together
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Masstech and IBM tape storage

Delivering secure, cost-effective content storage management for digital media

In the media and entertainment (M&E) industry, an organization's digital content is among the most important assets they have. In order to draw the most value possible from that content, organizations need a media platform that makes storing and managing content simple and cost-effective.

Masstech software with IBM tape solutions offers a superior option for end-to-end digital media storage and workflow management, particularly for companies whose current tape storage isn't ready for the future. Together, these two leading technologies can help you optimize the entire content lifecycle with an enhanced user experience, content re-monetization, compelling cost savings opportunities, and rock-solid reliability.

IBM is a recognized leader in the tape storage space: in the [2018 Storage Brand Leaders survey](#)¹, participants voted IBM the overall market leader for both mid-range tape drives and tape libraries.

Better data economics and cost-efficiency

The affordability of IBM tape storage is one factor that makes it an excellent choice to support Masstech. According to a study from the [Clipper Group](#)², the total cost per terabyte stored of the average disk-based storage solution is six times higher than that of the average tape library.

Masstech users can also take advantage of data tiering to get the best of both worlds: storing assets that are used less frequently on IBM tape systems to keep costs low, while maintaining a separate high-performance tier for newer, more high-value content.



Security and reliability

With IBM tape storage, Masstech users can ensure critical content is protected against disasters and threat actors.

Data stored on tape is offline to the network, making it essentially immune to hackers and ransomware attacks. In addition, the option to use write once, read many (WORM) media ensures content cannot be overwritten. This helps organizations comply with regulations that mandate persistent data copies.

Content on tape can also be removed from the data center and stored in a secure offsite location. This helps ensure important assets remain available, even in disaster recovery scenarios.

About Masstech

Masstech provides optimized content storage management solutions for the M&E industry. These solutions provide an intuitive user experience, making it quick and easy to find, preview and enrich digital assets. Masstech uses advanced technologies to enhance stored content metadata, enabling media companies to repurpose and re-monetize their content across platforms, and reach content consumers in new and innovative ways.

For customers looking to move from another content and archive management provider, Masstech makes switching simple, while limiting risk and business disruption.

Once you're up and running on Masstech, you'll benefit from 24/7 dedicated service and support teams, made up of knowledgeable engineers with decades of M&E experience. Making the move to Masstech can empower you to use your assets to their full potential, while also capitalizing on the many benefits of IBM tape storage.

About IBM Storage

Just as IBM tape is a good fit to support Masstech, the IBM Storage portfolio includes offerings to meet just about any storage need you might have. Whether you want to maximize performance with flash storage, manage data growth with software-defined storage, or simplify IT with virtualized environments, IBM Storage has an offering that's right for you.

For more information

To learn more about IBM tape storage, contact your IBM representative, or visit ibm.com/storage/tape.

To learn more about Masstech, or to get started deploying your new content storage management platform, visit www.masstech.com.



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1 IT Brand Pulse, "IT Pros Vote 2018 Storage Brand Leaders." <https://itbrandpulse.com/it-pros-vote-2018-storage-brand-leaders>.

2 The Clipper Group, "Continuing the Search for the Right Mix of Long-Term Storage Infrastructure—A TCO Analysis of Disk and Tape Solutions". <http://www.clipper.com/research/TCG2015006.pdf>.



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