

# Tedial and IBM tape storage

## Delivering Media Management (MAM) solutions for optimized business efficiency and profitability

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### Highlights

- Enhance and securely manage digital content throughout its lifecycle
- Automate with advanced media workflow orchestration
- Boost flexibility & efficiency with highly scalable content management
- Improve drastically search and repurposing of content
- Face disaster recovery scenarios with offsite media storage
- Reduce operational costs with high-density, scalable tape systems
- Maximize the value of two trusted offerings with Tedial & IBM tape

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.

Tedial 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: IDC named IBM the #1 Archiving solution in 2018<sup>1</sup> and #1 Branded tape in 2019 reports<sup>2</sup>, also, IT Pros Voted IBM as Market Leader for Mid-Range Tape Drives and Tape Libraries in the IT Pros 2018 non-sponsored survey<sup>3</sup>.

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### Better data economics and cost-efficiency

The affordability of IBM tape storage is one factor that makes it an excellent choice to support Tedial. According to

ESG, in a 10-year scenario implementing an LTO tape data retention solution is 86% lower than of an all-disk solution and 66% lower than that of an all-cloud storage solution, making LTO-8 the economical choice for long-term data retention.<sup>4</sup>

Tedial 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, Tedial 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.

IBM tape storage solution can be used with Tedial's award-winning [hybrid cloud](#) architecture that enables companies to efficiently operate using their current architecture with the capability to evolve as future operational and commercial factors change.

## **About Tedial**

Tedial is a leading provider of MAM solutions (Media and Content Management) designed to maximize business efficiency and profitability since 2001. Thanks to technological innovation and industry leadership, and justified by years of prestigious product awards, Tedial provides international broadcasters and global media companies with next-generation solutions for Media Management and business driven media workflows. Tedial software enables end-to-end business media and entertainment orchestration, marrying media preparation and logistics to a complete supply-chain operation. Tedial solutions are designed to reinforce a collaborative working environment on premises or in the cloud and drive workflows for linear, VOD/OTT and live event services.

This provides customers with scalable tools that efficiently and cost-effectively allow them to meet their operational requirements and business objectives, in line with unprecedented deployment speed to keep pace with expanding media consumption, increasing year on year.

Tedial is a global company that consistently and successfully delivers large, complex [MAM/Content Management systems](#).

## **About IBM Storage**

Just as IBM tape is a good fit to support Terial, 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.

<sup>1</sup> IDC Worldwide Quarterly Storage Software QView, 3Q 2018

<sup>2</sup> IDC Custom Tape Report for 2H 2019, produced March 27, 2020.

<sup>3</sup> [2018 IT Brand Leader Survey Results](#)

<sup>4</sup> ESG, Alex Arcilla, [Quantifying the Economic Benefits of LTO-8 Technology](#), August 2018

## Why IBM?

As a market leader in the tape storage industry, IBM can help you handle the challenges, whether you are a small to mid-sized company or a large enterprise. Innovative technology, open standards, excellent performance and a broad portfolio of proven storage software, hardware and solutions offerings are just a few of the reasons you should consider storage solutions from IBM.

## For more information

To learn more about IBM tape storage, please contact your IBM representative or IBM Business Partner, or visit:

[ibm.com/it-infrastructure/storage/tape](https://ibm.com/it-infrastructure/storage/tape)

To learn more about Tedral, or to get started deploying your new content management platform, visit [www.Tedral.com](https://www.Tedral.com).

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