

# Metadata-Driven Solutions for Digital Assets

Today's media companies are generating massive amounts of digital content, operating under tighter deadlines, and faced with greater competition. Making sense of this data in an efficient way is an ever-growing challenge. Organizations are constantly looking for ways to increase productivity and to drive greater value out of their vast and rapidly growing media content catalogs.

Qumulo and GrayMeta have partnered to deliver an end-to-end solution for storing, managing, and monetizing content across many industry types. With the use of GrayMeta, organizations are able to transform physical assets to digital, as well as enabling them to connect to, and access assets from anywhere. Valuable metadata can be created using machine learning and AI services.

## GrayMeta and Qumulo Accelerate Digital Transformation with AI-driven Intelligence

The GrayMeta platform combined with Qumulo's next generation hybrid file software provides a robust storage solution that will help media companies consolidate content stored in multiple locations, more quickly locate and utilize assets, and meet the growing demands for uncovering value in their data.

This joint solution can benefit many types of organizations including media and broadcast, government, as well as cultural institutions and libraries. With more and more companies looking to digitize their content archives, the importance of good metadata and content discovery becomes increasingly critical.

Together GrayMeta and Qumulo deliver a modern metadata driven storage solution that accelerates the digital transformation of media organizations. The solution makes it easier to discover, identify and associate large volumes of data spread across your organization, without having to move or ingest it. Organizations can enable their workforce to become more efficient and productive, and to be able to fully curate and monetize the content they have.

## Qumulo Hybrid Cloud File storage

Qumulo's enterprise-proven hybrid file software meets the needs of today's demanding media workflows; providing a storage solution that delivers performance, limitless scalability and capacity to manage ever-growing content storage and retention requirements, in on-prem, hybrid or multiple cloud environments.

Qumulo's built-in powerful, real-time analytics provide administrators with instant visibility and control of all media content, saving time and money while increasing productivity. Qumulo's software also allows users to programmatically configure their storage infrastructure, eliminate redundant administrative tasks, and automate IT management.



## Joint Solution Benefits

Today's media organizations are looking for tools that provide AI-driven insight and visibility into their content libraries instantly, together Qumulo and GrayMeta deliver. The combination of Qumulo's real-time analytics and the GrayMeta platform modernizes video workflows.

## Features & Benefits

- Spend less time managing files
- Simplify and streamline existing workflows
- Discover new opportunities to utilize and repurpose content
- Enhance collaboration and productivity
- Scalability to petabyte levels
- High performance for 4-8K workloads
- Burst rendering to cloud environments
- Instant visibility and control of all content
- Fully curate and monetize the content.

## DIGITAL ASSETS

## CONNECT

Easily connect to your data stored on Qumulo cloud or on-premise storage directly from the GrayMeta Curio browser or using the API.



GrayMeta connects and analyzes any file types.



VIDEO



AUDIO



IMAGES



DOCUMENTS

## METADATA

## EXTRACTION

Extract information from your files, eliminate duplicates, create a better technical understanding of your assets enabling simple and powerful search.

## CREATION

Machine learning and AI generated metadata unlocks information hidden inside assets such as words, logos, sounds and people.



POWERED BY MACHINE LEARNING & AI

## ACCESS &amp; VALUE

GrayMeta drives efficiencies across the enterprise by saving organizations time, reducing costs, and enabling monetization of assets.



PRODUCTION  
AND CREATIVE



QUALITY CONTROL &  
COMPLIANCE



SEARCH AND  
DISCOVERY



BUSINESS  
INTELLIGENCE



CUSTOMER & FAN  
ENGAGEMENT



ARCHIVING & LIBRARY  
MANAGEMENT

**GRAYMETA**  
CURIO PLATFORM



RESTful API

Ready to use applications

Access & Search all digital asset types across many locations

## GrayMeta Platform

The GrayMeta platform is an enterprise solution that delivers value by leveraging machine learning to drive organizational efficiencies and to enable content monetization through the use of metadata. The GrayMeta platform can quickly and easily access and work with the digital assets on Qumulo's storage, creating facial recognition, visual tags, speech to text, OCR and more, enabling highly optimized searchable content. GrayMeta provides the shortest time-to-value for using machine learning and AI to empower your digital transformation. GrayMeta provides relevant insights and simple solutions for a business user to solve a variety of content problems across the enterprise, all without the need for custom development.

This value, derived through an extensive set of data services, can be consumed and analyzed through GrayMeta products, third-party applications, and industry-leading business intelligence tools – providing a breadth of flexibility when it comes to data insights.

## About Qumulo, Inc.

Qumulo's enterprise-proven hybrid cloud file storage delivers real-time visibility, scale and control of data across on-prem and cloud. Qumulo customers can understand storage at a granular level; programmatically configure and manage usage, capacity and performance; and are continuously delighted with new capabilities, 100 percent usable capacity and direct access to experts.

For more information about Qumulo, visit: [www.qumulo.com](http://www.qumulo.com)

## About GrayMeta

GrayMeta supports the digital transformation of organizations seeking to realize the benefits of intelligent metadata powered by machine learning. GrayMeta enables organizations to migrate content from analog to digital, connect, extract and make sense of unique data, and validate every aspect of its quality in a collaborative manner, unlocking the undiscovered value of assets.

For more information about GrayMeta, visit [www.graymeta.com](http://www.graymeta.com)