

An Open, End-to-End Solution for Post-Production Video Editing & Asset Management



KEY BENEFITS

Manage and share projects and assets in Avid™ Media Composer, Premiere, Final Cut and more in a shared file system.

- Scale-out to billions of files and petabytes of storage capacity in a single shared file system instead of silos of storage, organized by Strawberry
- Simplify storage management, reduce duplication, and save time lost searching for content
- Provide real-time visibility into data and storage solving data management problems
- Avid™ project bin locking
- Project analytics and visualization

Open Solution for Today's Dynamic Media Production Environments

Qumulo's file data platform with Projective's Strawberry software for project sharing and management for video post-productions delivers an open end-to-end solution for post-production video editing and asset management.

Seamless Production

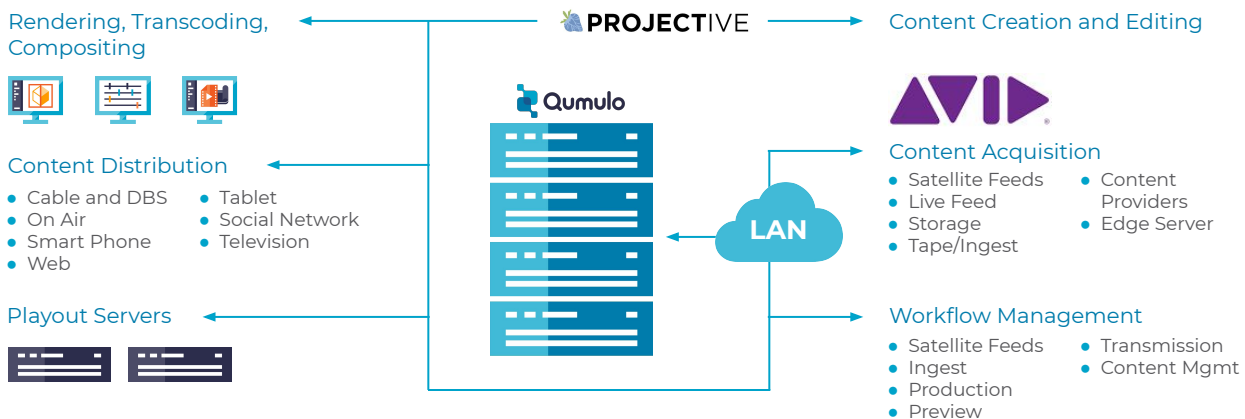
Strawberry by Projective is an award-winning production asset management (PAM) solution designed to keep productions organized, collaboration flexible, and to simplify how content creators interact with their storage. Strawberry provides a simple search and viewing portal to Qumulo's file data platform. Artists can save time finding material and projects, while assets and commentary can be easily shared across the production

Using Strawberry, productions can easily manage their editing storage and use whatever application they wish by consolidating with shared Qumulo file storage, whether they are using Adobe, Apple, Avid™, or other creative applications. Storage administrators can standardize project structure and gain flexibility with Strawberry's Smart Mount technology. Artists no longer have to worry about managing their siloed direct attached storage workspaces and will save time with Strawberry's Contextual Search. Collaboration, remote work, and archival are all simplified and Strawberry's unique project-based approach is intuitive for users, yet very powerful for productions, saving time and optimizing storage usage.

Qumulo's Flexible File Data Platform Meets Changing Production Requirements

Instead of dedicated direct attached storage, Strawberry allows the use of shared Qumulo file storage. This unlocks collaboration between Avid™, FCP, Premiere editors, and other production workflows without having to constantly copy data back and forth between dedicated and shared storage. Save time and increase artist productivity. Share projects and assets easily among different users and applications seamlessly.

Qumulo and Projective Strawberry PAM Workflow



Efficient Content Management and Protection at Scale

Petabytes of valuable digital content are rapidly accessible and protected using Qumulo's file system. Qumulo's architecture has the best raw-to-useable capacity that leverages 100 percent of usable storage and also employs erasure coding for efficient data protection with minimal storage overhead, requiring no extra software or tiering strategies. Organizations benefit from Qumulo's modular, scale-out file storage, which makes the expansion of performance and capacity simple; simply add nodes when required, with no disruption or downtime.

Workflow Acceleration and Asset Management

Strawberry's intuitive user interface gives you an overview of your entire infrastructure, so you can easily scrub through previews of content. Find assets based on their project context. The lightning-fast search framework filters results instantly and puts what you need at your fingertips, no matter if it is live on the production storage or archived. Qumulo's file system also includes powerful, real-time analytics across the entire file system giving users instant visibility and control of media content, saving time and money while increasing performance. Spend less time searching and more time working!

Accelerate Your Media and Production Workflows

Media and entertainment organizations are constantly seeking ways to increase the business value of their media assets by merging creative talent with technological breakthroughs. Storage infrastructure plays a critical role in the ability to store, manage, and curate vast and rapidly growing libraries of media content. Qumulo's flexible file data platform allows your organization to grow and take advantage of new revenue opportunities while providing uncompromising reliability and availability to ensure your business's continuity.

Qumulo's software runs on-prem and in the cloud and is optimized for the widest range of workloads and file sizes. It is 100% programmable through a REST API with a built-in explorer.

Built-In, Real-Time Analytics for Control

Qumulo provides built-in, real-time analytics that provide visibility to the entire creative environment including workstations, storage usage, throughput, latency and more, to enable administrators to optimize the environment to support maximum productivity, to quickly and easily manage issues, and help plan for future requirements.

Customer Support That Will Delight You Today and Into The Future

Qumulo's file data platform is available through a simple subscription model that covers everything, including upgrades, new features, and support to help make costs transparent.

Qumulo's award-winning customer success team provides instant access to a dedicated storage expert via convenient communication tools such as Slack, ensuring you have the support you need right away to keep creativity flowing.

About Projective

Projective Technology GmbH is dedicated to revolutionizing how content production happens. By focusing on the creative user and providing innovative technical solutions to production storage problems, Projective offers a fundamentally different approach to production storage and editing projects. Strawberry, Projective's flagship Production Asset Management application, was created by editors for editors, and is a recipient of the IBC Broadcast Engineering Award. Strawberry is used by broadcasters, production houses, ad agencies, film schools, and sports clubs worldwide.

www.projective.io/strawberry

About Qumulo

Qumulo is the leading file data platform for multicloud environments, providing unrivaled freedom, control and real-time visibility for file data at massive scale. Fortune 500 companies, major film studios, and the largest research facilities in the world trust Qumulo to help them innovate with their mission-critical digital files. The Qumulo experience makes file data management simple with continuous new features, a single solution for all workloads, and access to customer success experts on your schedule.

www.qumulo.com