

Qumulo Advances Collaborative, High-Performance Media Workflows for Adobe Premiere Pro & Adobe Creative Cloud Video Applications



Key Solution Benefits

- Accelerated performance, collaboration, and productivity
- Supporting mezzanine or proxy editorial workflows
- Leverage the power of Adobe After Effects in the cloud
- Cloud based editorial collaboration with Premiere Pro Productions
- Cloud compute power to speed production
- Reliable high-performance data access and delivery
- Simple scalability to support petabyte-scale capacity
- Support for both SMB and NFS protocols
- Workflow resilience and enterprise-level content protection
- Real-time storage analytics to simplify resource management
- Cloud-native scale and economics

The Challenge

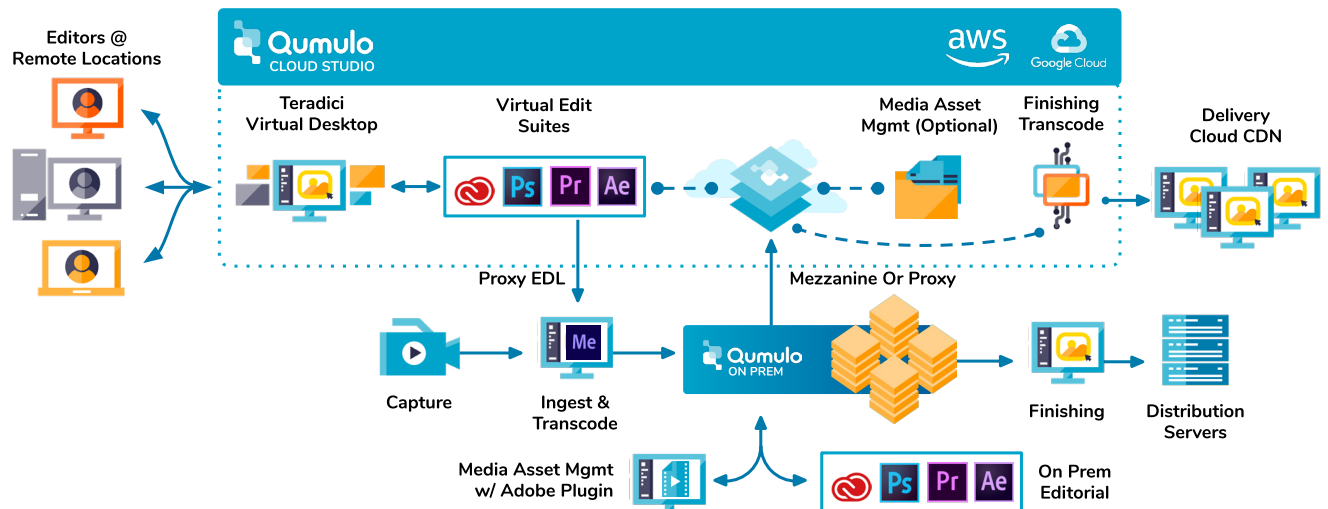
Content creators are under constant pressure to cut production times and deliver new content more frequently to grow their business and remain competitive. In addition, creative professionals are working remotely and accessing files from dispersed geographic locations. Now, more than ever, remote editorial workflows are an urgent priority for enhancing collaboration and improving productivity.

The Solution

Qumulo, the leading provider of enterprise-proven hybrid file software and cloud data services, together with Adobe® Premiere® Pro and the Adobe Creative Cloud® applications enable collaborative teams to edit and deliver video footage in the cloud with the same levels of performance, access, and functionality as workstations in the local studio.

Adobe Creative Cloud offers industry-leading applications for nearly any creative work, including graphic design, web development, photography, and video production. Adobe Premiere Pro, a professional video editing application is used around the world across industries to create a wide range of feature films, episodics, broadcast, and web content.

Qumulo & Adobe Workflow



Together, Adobe Creative Cloud and Qumulo hybrid file software give content creators the performance, scale, and flexibility they need to collaborate efficiently in the face of tight deadlines, even from remote locations. Qumulo's cloud-native software enables media and creative organizations to store and manage content on-prem or in cloud environments.

“Moving editorial and production workflows to the cloud has taken on renewed urgency as media organizations strive to meet tight deadlines with geographically dispersed remote talent,”

“This compelling solution from Qumulo for Adobe apps enables collaboration in the cloud for content production, editing and finishing – the timing could not be more perfect.”

— Tom Coughlin, President
of Coughlin Associates

End-to-end post production workflows in the cloud

Using Qumulo's software, creative organizations can easily spin up production environments, using either Amazon Web Services (AWS), or Google Cloud, to create a studio in the cloud, on demand, enabling Adobe applications to run just as they would on a physical workstation on-prem. This solution delivers fast and seamless collaboration, full frame-rate playback, and real-time editing of high-resolution 4K video footage, even with multiple editors working with multiple timelines. Unlocking cloud-based mezzanine-level editing also enables creative teams to leverage Adobe After Effects to complete their entire production in the cloud.

Seamless integration, streamlined multi-project workflow, with enterprise security & data protection

This cloud-native software solution enables creative teams to work from anywhere in the world. Productions, the latest Adobe Premiere Pro feature, has been validated with Qumulo's enterprise-class SMBv3. Team members can use Adobe Premiere Pro Productions for organizing multi-project workflows, sharing assets between projects, and keeping everything streamlined and efficient, whether editors are working independently or collaborating with a team. Combined with ultra-low latency virtual desktop clients, remote artists get the same level of application responsiveness they are used to.

The solution integrates with Active Directory and LDAP for user security, permissions, and access restrictions for file applications. With built-in data protection, snapshots, and continuous replication, content is preserved, protected, and always available.

High-performance productivity and collaboration

Qumulo delivers high-performance management and storage for petabyte levels of content for creative and video production workflow environments on-prem, in the cloud, or both. Qumulo's hybrid cloud file software can move production workloads into cloud environments using either Amazon Web Services (AWS), or Google Cloud, to create a studio in the cloud, on demand.

Qumulo's ability to easily and quickly replicate content to other on-prem or cloud environments enables multi-location production teams to easily access all the content they need, more effectively collaborate, and meet project deadlines faster. This flexibility eliminates the barriers and complexities of legacy storage, to address today's rapid creative production workloads and requirements quickly and easily.

Meet growing capacity requirements with on-demand scalability

As Adobe users' creative content capacities and workloads expand, they can benefit from Qumulo's hybrid cloud software to provide a simple, scalable, and cost-effective solution. If a deadline looms closer and a complex job is taking longer than planned, or unexpected new projects need to be addressed, organizations can simply add nodes to their existing on-prem Qumulo infrastructure to increase both performance and capacity levels, or they can move those workloads to the cloud - when required, with no disruption or downtime.

Visibility into data and usage with real-time analytics

Qumulo's file system provides real-time analytics that help optimize editing environments by allowing visualization to overall video editing workstations, video streams, storage usage, latency, throughput, IOPS, and client IP addresses, simplifying the management of production and content regardless of location. Real-time analytics provide administrators with the insights they need to manage issues proactively and to make well-informed planning decisions for the future.