Today's Reality for Moving Large Content Files

Why every media firm can (and should) use enterprise-class file transfer software

Traditionally, enterprise-class large file transfer software was necessarily complex. In order to achieve efficient file movement, enterprises managed an expanse of IT infrastructure and the software designed to work with it. But it was worth it. For industries like Media & Entertainment — that make their living off very large media content files — sending data of any amount, anywhere within their network, with reliable security and central management, was and is a vital business function.

SIGNIANT®

However, it's a different world for smaller businesses that can't afford multiple data centers, even if they have the same need to transfer large files quickly; and it's meant less efficiency, fewer accounts, and slower business growth. But, the era of cloud computing has been game changing for companies of all sizes. Cloud-based software allows for shared, vendor managed infrastructures that have drastically lowered prices by working like any other utility service: you only pay for what you use, it's easy to use more or less if circumstances require it, and upgrades are automatic. Additionally, without the need to design for multiple customer IT infrastructures, cloud-based software developers can take their core technology made for enterprise and enter a world of rapid innovation and elegant, customizable user interfaces.

Today, every production, post-production, and media team can and should have an enterprise quality file transfer solution. And not just because the cloud is making it possible to have one, there are several trends that are pushing an even greater need for large file transfer solutions. In this paper, we'll cover some of those trends, several challenges media companies of every size are facing, and Signiant's unique hybrid SaaS large file transfer solution, Media Shuttle.

Current trends that are pushing the need for large (and fast) file transfer software

- **Technological Advances:** Periodic and regular advances in video imaging technology have steadily increased file sizes since the early days of file-based workflows. Just as files became bigger when the media industry went from standard definition television to HD, new technologies continue to expand file sizes. 3D and 4K productions are becoming commonplace and frame rates for movies are increasing dramatically. *The Hobbit: The Desolation of Smaug*, for example, was filmed at 48 fps rather than the industry standard of 24 fps. Even if many cinematographers are not jumping in with Peter Jackson on the 3D/48 fps fad, being able to send and receive files, no matter how big they are, will determine how many pools your company can swim in.

- **Tightening Deadlines:** The technical side of film and media production has always been deadline driven, and turn-around times are continuing to shorten. Perhaps this is because we are doing so much more with film footage — from transcoding and translation to special effects and post-production product placement — while consumption of movies, videos, and television has only increased. Plus, content producers routinely sign syndication deals mandating strict delivery deadlines. Popular online file sharing software is fine for most office documents and smaller files, and older technology like FTP is sufficient for less business critical content, but moving large files requires an enterprise-grade transfer solution to ensure they arrive on time.

- **Globalizing Media Industry:** Today, a single video can be touched by numerous content creation specialists around the world. It really doesn't matter where you live anymore; as long as it's in a country with unrestricted access to the Internet, you can take part in the global media production industry. Many of our customers are small to mid-sized post-production houses located in various corners of Latin American, Indonesia, and all throughout Europe and the U.S. With the right software, they are able to work on award-winning international productions and grow their business in ways that were not possible before.

The era of cloud computing has been game changing for companies of all sizes.

NEXT STEPS

www.mediashuttle.com

781-221-4051

mediashuttle@signiant.com

SIGNIANT®

The reality for most media companies today

There are many options available for moving small files over the Internet. However, there are few solutions that can handle the massive files common in the media industry. Sharing these large assets requires a different set of capabilities to ensure speed, security, and control. Many media firms still rely on a mix of technologies, such as shipping hard drives and using non-secure or outdated file sharing services.

For example, FTP is very commonly employed because it supports the transfer of large files. Yet, this 40+ year-old technology is slow, unreliable, and lacking in basic functionality, requiring ad hoc scripts written on top of the basic protocol or the purchase of additional applications to meet business needs — from file management and email notifications to acceleration and security. It all gets cumbersome and is very difficult to scale or update. Ultimately, this gum and glue approach to file transfer hinders their ability to work efficiently and grow their business.

As video technology evolves and the trend towards increasing file size from better graphics, special effects, and higher resolution continues, companies that can handle any file size will be in a position to work on the most successful and exciting projects. A large file transfer solution with built in acceleration allows companies of any size to keep tight deadlines and turn around projects with reliable professionalism.

In essence, every media firm needs an easy-to-use file transfer solution that provides the necessary acceleration, security, and central management to be competitive in today's global media production industry. And with the scalable pricing model of cloud-based software, that opportunity is now affordable for any size company.

Signiant's hybrid SaaS file sharing solution: Media Shuttle

At Signiant, we've embraced cloud software development including our hybrid SaaS (Software as a Service) large file transport solution, Media Shuttle. While there is other software out there that accelerates the movement of large media files, ours is the first cloud-native solution. To quote perhaps the best known cloud pioneer that brought enterprise-grade software to the masses, Salesforce says on their website, "As cloud computing grows in popularity, thousands of companies are simply rebranding their non-cloud products and services as 'cloud computing.' Always dig deeper when evaluating cloud offerings." Hear, hear.

While Signiant is a cloud pioneer, we've also been providing software for media professionals long before the cloud rose to dominance. Today, most of the world's mission-critical media workflows are still powered by Signiant Managers+Agents, our enterprise-grade system-to-system large file transfer solution, including Disney and BBC. Our customers have helped us understand the particular needs of media professionals, allowing us to develop Emmy

Being able to send and receive files, no matter how big they are, will determine how many pools your company can swim in.

NEXT STEPS

🖥 www.mediashuttle.com

💬 781-221-4051

✉@ mediashuttle@signiant.com

SIGNIANT

award-winning software. Media Shuttle builds on those core mechanics, while leveraging the advantages of cloud computing — essentially offering the best of both worlds. Some of the key advantages of Media Shuttle are:

Ease of Use

Transferring large files to multiple partners across the globe is a difficult proposition with many variables. To help ensure success, it is important that your file transfer solution is easy to use for the people that need to send content on a regular basis. Most on-premises file transfer solutions necessitate up front training and frequent IT involvement. Media Shuttle's intuitive interface requires zero training. Even your grandfather could figure it out, though he might get distracted by the graphically enticing web portals and an overwhelming sense of progenaic pride; Media Shuttle's file transfer portals are brandable and customizable for different languages, making your business look sharp and professional to your clients, partners, and grandpa.

Acceleration

Signiant works with many companies that need to move large content files across the globe, but run up against the pain of bandwidth latency. Our patent and patent pending acceleration technology enable file movement at maximum speeds over any Internet protocol network, regardless of latency. To illustrate the point, we had a customer, Post Office Films, working on a Hungarian-Swiss-German coproduction that ran into technical problems right before they were to submit a film to The 2014 Cannes International Film Festival. Just a few days before the festival, they realized the enormous film file needed corrections made by various people around the world or it would miss the deadline and the screening. Fortunately, Media Shuttle allowed the team to quickly send their large movie file as a single unit, multiple times, between multiple locations. "Without Media Shuttle," P.O. Films editor David Jancso said, "it would have been impossible to make the last-minute changes to White God days before Cannes. It saved their lives and the début." And, without Media Shuttle, they wouldn't have won a top Cannes award.

Enterprise Security

Media and entertainment firms move petabytes of high-value digital content every day. This content is one of the most important assets to a media business and, as such, security is paramount in a file transfer solution. Not only do files need encryption while being transferred, a system should also provide insights into user activity, file access and movement, and storage. FTP and hard disks provide limited security while consumer sharing services often lack enterprise security features like Active Directory integration and segregated storage. Given the importance of the content, media firms need a file transfer solution that has enterprise-level security protocols.

Many media firms still rely on a mix of technologies, such as shipping hard drives and using non-secure or outdated file sharing services.

NEXT STEPS

🖥 www.mediashuttle.com

💬 781-221-4051

✉ mediashuttle@signiant.com

SIGNIANT

Central Management

Media firms have a unique workflow that can involve multiple people and partners changing during a project. Managing access to files throughout a project lifecycle can be difficult. It is important to control and monitor who has access to your files and where the content is being moved, so you can make certain the project is completed on time and the files are secure. It is also important for IT to know who is accessing the files and how the transfer of these large files will impact the network. Any file transfer solution should provide a central control mechanism allowing IT to monitor users and bandwidth, and view file movement data reports. Without features to easily manage the flow of people in and out of the project, the chances for mistakes increases along with the potential for security breaches and lost files. Media Shuttle's central control acts as a unified IT dashboard, giving you visibility into everything that's happening with your files.

To paraphrase

While it is evident that media firms need a robust and flexible file transfer solution, it has not been possible for all firms, particularly smaller and medium sized companies, to purchase an enterprise-grade solution. In the past, installing a complete file transfer solution involved a complicated and expensive on-premises implementation that only firms with large budgets and multiple data centers could accomplish. However, the introduction of cloud-based solutions like Media Shuttle means that any sized firm can now access the benefits of enterprise-level file transfer software.

Whether you are a two-person special effects post house or a large cable network, Media Shuttle will scale to fit your needs. Try a free trial of Media Shuttle today, or contact us so we can talk about how Signiant software can help your business.

ABOUT SIGNIANT

Signiant's intelligent file movement software helps the world's top content creators and distributors ensure fast, secure delivery of large files over public and private networks. Built on Signiant's patented technology, the company's on-premises software and SaaS solutions move petabytes of high-value data every day between users, applications and systems with proven ease.

SIGNIANT