

## Solution Brief

# NetApp and Dalet Media Solution

Media asset management, news, sports, and archives

### Key Benefits

#### High-End, High-Resolution Environment

- Robust media asset management (MAM) platform with content lifecycle management, archive to object store
- Production tools for end-to-end workflows
- Tight integration between application and storage for editing while recording

#### Build Flexible and Efficient Systems with Dense, Scalable Storage Modules

- Modular architecture to tailor to your specific requirements
- Choice of CIFS, Fibre Channel, or optimized LAN client connectivity
- High-density packaging reduces space, power, and cooling costs
- Enterprise-class scalability, resilience, and flexibility allow nondisruptive expansion
- RAID 6 double-parity technology prevents data loss
- Object storage alternatives for geo-distributed, long-term archives

### Solution Overview

With the proliferation of content sources, video formats, and delivery platforms, broadcasters and content producers are increasingly challenged to manage, share, and utilize the large and rapidly growing quantity of data at their disposal. As a result, implementation of a media asset management solution is more essential than ever. For such a solution to be most effective, however, it must adequately handle not only the capture and management but also the storage and preservation of digital media.

Recognizing storage's key role in a media asset management system, global leaders Dalet Digital Media Systems and NetApp teamed up to offer a cost-effective solution that delivers high performance and capacity. The solution leverages the expertise and experience of Dalet, the provider of digital asset management solutions used by hundreds of content producers worldwide, and NetApp, the storage and data management solution provider with hundreds of installations in film, broadcast, cable, and Internet production and delivery operations. There are over 300 systems deployed by broadcasters and digital media operations worldwide. The integrated solution increases productivity, lowers the time needed to create high-quality media content, and reduces TCO to deliver a rapid ROI.

The joint Dalet and NetApp® MAM solution enables broadcasters and media professionals to create, manage, and distribute content to both traditional and new media channels, including interactive TV, the web, and mobile networks. A highly customizable MAM platform, the Dalet Enterprise Edition enables broadcasters and content producers to integrate multiple workflows and formats—news, sports, programs, VODs, and archives—under one fluid system. Built-in production tools manage ingest, logging, production, distribution, and archiving across systems and workgroups.

### A Platform Open for Complex Integrations

A comprehensive web services API that meets the principles of a service-oriented architecture provides point-of-access integration to interface with third-party systems. With full integration, media is made ubiquitous, and metadata is tracked across the entire production chain.

The ability to supervise and produce various media types in addition to its rich set of functions makes Dalet Enterprise Edition the ideal platform to help broadcasters entering a world of convergence.

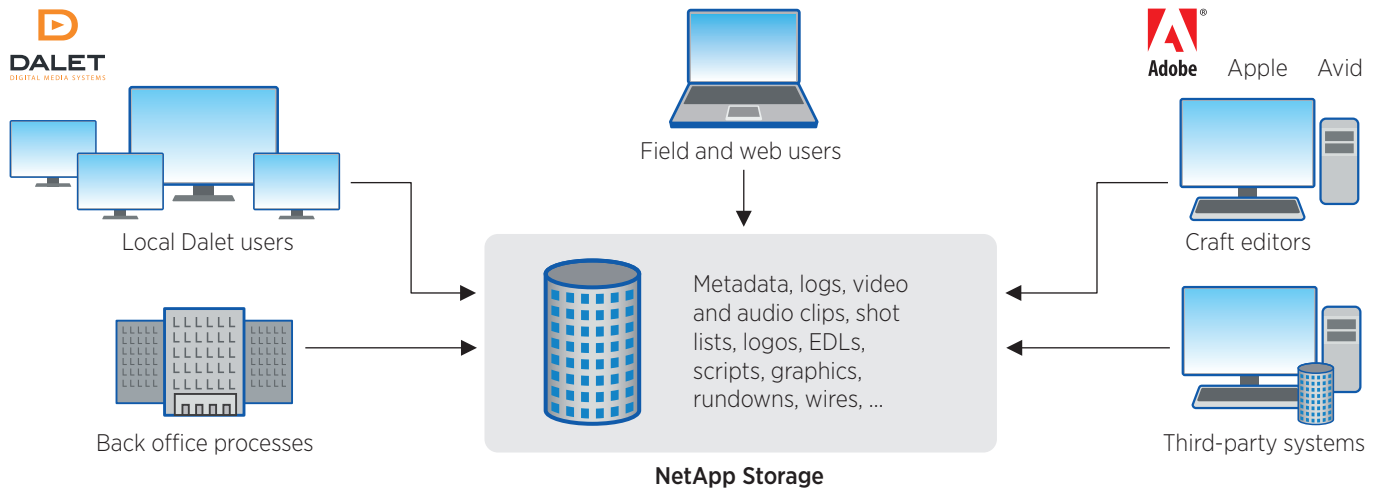


Figure 1) NetApp and Dalet provide open architecture for media asset management.

### Why Choose Dalet?

- Powerful workflow engine streamlines workflow and increases efficiency.
- Open platform uses standard IT technology for better integration with the enterprise environment.
- Unique expertise in both broadcast and IT systems is delivered through professional services.

### Why Dalet and NetApp?

- Dalet systems are tightly integrated with NetApp NAS, SAN, Object and Flash storage to support architectures that optimally balance bandwidth, capacity, and cost
- Longstanding partnership: Dalet has served as a NetApp partner for storage needs since 2005.
- Extensive global support: Dalet and NetApp offer on-site production installation assistance and 24/7 support.
- NetApp storage is certified with Quantum StorNext.
- Ongoing technological cooperation: Dalet and NetApp technical teams provide certification of new features.
- Coordinated integration process: Dalet and NetApp professional services teams coordinate on-site storage installation and project management at the outset of each project.
- Extensive deployment: The Dalet and NetApp solution has been deployed by over 200 customers on 6 continents, including the following broadcasters: NBC, News14, NY1, Voice of America, Fox Sports 1, Fox TV, TVOne, Sky TV, ETV, ESat, BFMTV, TF1, RTTV (Russia Today), Antena3, and TRT International.

### About Dalet

Please refer to [www.dalet.com/products/news-pack](http://www.dalet.com/products/news-pack).

Dalet solutions enable broadcasters and media professionals to create, manage and distribute content to both traditional and new media channels, including interactive TV, the Web and mobile networks. Dalet combines into a single system a robust and proven asset management platform with advanced metadata capabilities, a configurable workflow engine and a comprehensive set of purpose-built creative and production tools. This integrated and open environment enables end-to-end management of the entire news, sports and program content chain, and allows users to significantly improve efficiency to maximize the use and value of their assets. Dalet's solutions are delivered through a dedicated professional and integration services department to ensure the highest possible standards.

For additional information please contact Shachar Shinerman, Media & Entertainment Sales, [shachars@netapp.com](mailto:shachars@netapp.com).

### About NetApp

Leading organizations worldwide count on NetApp for software, systems and services to manage and store their data. Customers value our teamwork, expertise and passion for helping them succeed now and into the future.

[www.netapp.com](http://www.netapp.com)