

ObjectMatrix

ITN

ITN Moves Entire Archive to MatrixStore  
Digital Content Governance Platform

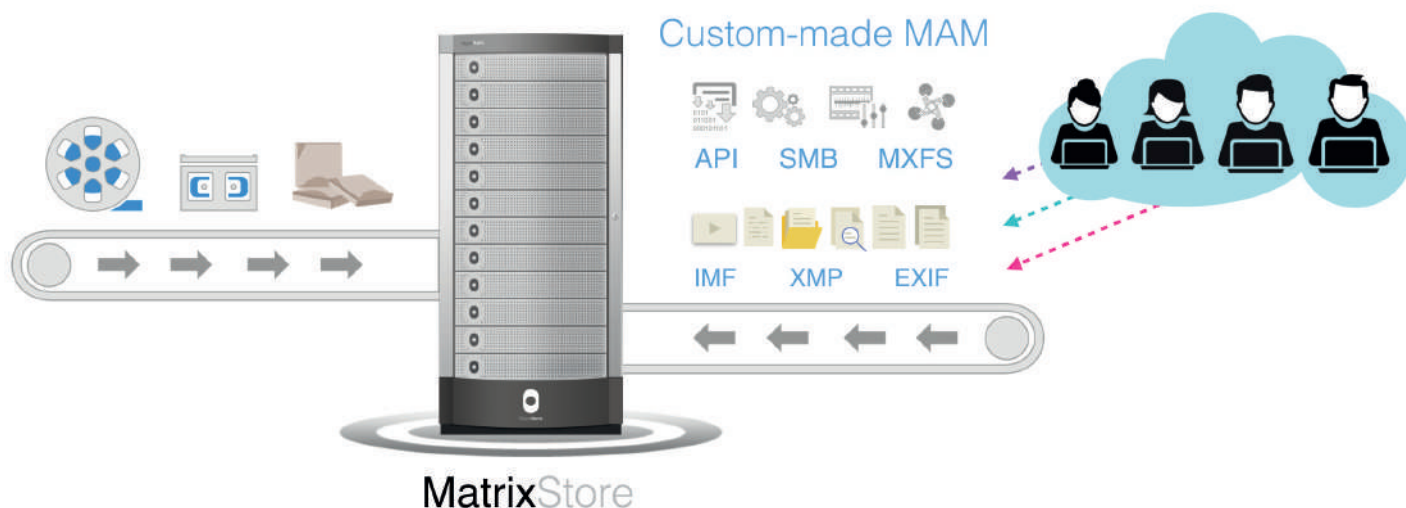
## ITN Renovates Content Archive with Object Matrix

ITN, a renowned award-winning media and news production company, was struggling with a legacy storage system that made accessing content difficult as well as failing to add financial or operational benefits. ITN had developed a large tape library, and despite the new content being digitally archived, the tape libraries were extensive. This not only made the content more difficult to access and cumbersome to recover but was also taking up space that was required for other projects in the broadcaster's facility.

### An Assorted Archive


Content has only been archived digitally since 2006, however before this tape was used regularly. There is an insatiable desire for relevant content when new events break, and gaining easy and instant access to content associated was proving a challenge to the effective monetisation of archived content. ITN used a hierarchical storage management software in order to recover content from the tapes, which was often time-consuming and required heavy manual processes to find the right piece of content.

ITN has recently run numerous digitisation projects, focused on in-demand content from the legacy catalogue. This was done in order to make the content easier to store. Content in need of urgent preservation such as film and the older B and C video tapes were given priority in the digitisation process, however, there still remained a large catalogue of content on Linear Tape-Open (LTO) storage. This meant that the archive was held in a variety of formats and technologies, making access inherently hard to access.



### Instant Access

ITN implemented MatrixStore, the digital content governance and object storage platform from Object Matrix, in the first quarter of 2017 as a local on premise cache to facilitate easy access to the most recently archived items.

 It is becoming increasingly critical for us that we are able to continue to protect, curate, share, distribute and audit content whilst also having easy access to that content. With MatrixStore, we have that access and control. At the same time, it offers us the flexibility to integrate with other parts of the workflow.

This exceedingly secure platform was integrated into ITN's infrastructure, including the existing media asset management system. This meant that ITN could set up automated workflows whilst maintaining quick access to that content. Integration into the existing workflow meant that the team could benefit from using familiar workflows and processes, without the time wasted managing a legacy storage system.

## A Completely Digital Archive

MatrixStore is a media focused private cloud that was implemented by ITN to open up a wealth of opportunities to increase operational efficiencies and generate more effective revenue from content. This led to ITN evaluating the potential of technologies and services that could help ITN utilise easy access and monetisation of the entire archive. The move away from LTO meant that ITN needed to understand if strategic goals could be met by public cloud offerings, in terms of accessing content easily. An evaluation process resulted in ITN deciding to implement additional MatrixStore by adding an extra two petabytes of object storage as a separate MatrixStore cluster to its private cloud platform, consisting of six 360 terabyte nodes.

This provided ITN with the immediate ability to house the entire library within the new archive, as well as the future option to expand easily, at any required time in order to enable any amount of new content to be added.

This migration of content posed a set of challenges such as the undertaking of moving an entire archive over from LTO to the new platform with no downtime. This was because during the migration the sales users and newsroom still needed to be able to access the content.

The biggest challenge, of course, being the ambitious timeframe set by ITN, with an aim to migrate 380,000 assets from the Sony Petasite library, and within 6 weeks have the new archive up and running

ITN began by configuring a number of agents on the Front Porch Diva system in order to recover the assets from the Petasite library, in order to make them movable to MatrixStore. Once this was ready, Object Matrix and ITN worked together to implement the new MatrixStore private cloud and started moving the content across.

MatrixStore has seamlessly integrated into ITN's existing infrastructure, just as with the original installation. Whilst doing this, it was also able to support multiple workflows that, where it makes sense, could be automated. Thus enabling the team to continue to work using well-known workflows and pre-existing processes. 380,000 assets were successfully moved with zero loss of data. In total, the process took less than two weeks.


## An Integrated, Future-Proof Approach


As a result of the implementation of MatrixStore and the migration of all assets is that ITN now benefits from a faster and simpler access to its archive. The previously used hierarchical storage management system is no longer a function to manage the archive and instead, ITN is accessing content directly from its own software. This has simplified the process a great deal, and has introduced operational efficiencies. Thus anyone within the organisation with the correct permitted

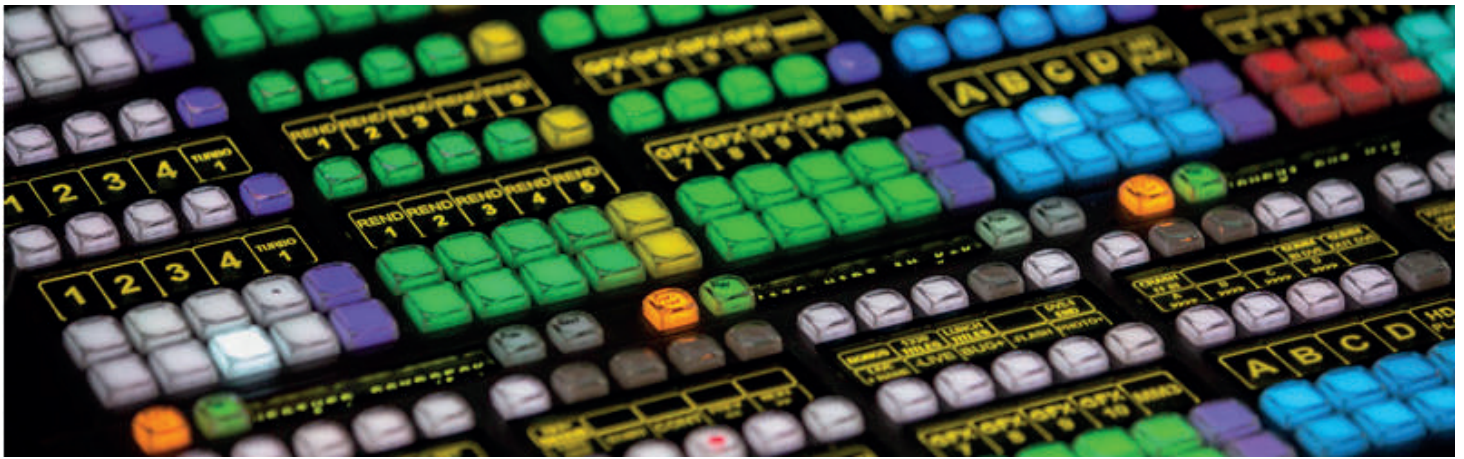
### Contact Us Without Delay

Contact us to find out how Object Matrix can help you and your organisation to resolve your storage challenges:

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Object Matrix has a long association and solid standing with the media industry. I would describe MatrixStore as a “media aware” service with the ability to attach and search metadata associated with media objects. We have seen a complete transformation of our archive and our ability to monetise our asset library.

Ian Auger, Head of Engineering, ITN

As business continuity is a strategic importance to ITN, the two petabyte MatrixStore private cloud platform was relocated to an off-site location. This provides a resilient disaster recovery platform for the organisation, should a local outage occur.

Object Matrix also met other strategic challenges when it ensured that the platform has the ability to expand over time. MatrixStore is capable of expanding at any time, simply by adding another node, of any size. Furthermore, Object Matrix provided a path, online with ITN’s company strategy to start moving content to a fully managed service. ITN is able to take full advantage of the media focused private cloud, with Object Matrix launching a managed storage service in 2018 (MaaS), MatrixStore as a Service.

The initial stage of the integration earlier this year was a great success. It will enable ITN to become more efficient with archive management, and we are confident that by moving the entire archive to MatrixStore, ITN will hugely benefit in the long and short term.



Nick Pearce, Sales and Marketing Director and Co-Founder, Object Matrix

## About Object Matrix

Object Matrix is an award winning UK based software company that pioneered Digital Content Governance (DCG), object storage and the modernisation of digital video workflows. Our media focused private and hybrid cloud solutions are tightly integrated into file based and IP workflows and bring economic and operational benefit to all of our customers. Our flagship product, MatrixStore, is used by the world’s largest organisations that create and distribute video content, including NBC, TV Globo, MSG-N, the BBC & BT.

[www.object-matrix.com](http://www.object-matrix.com)

## About ITN

ITN is one of the world's leading news and multimedia content companies. They create, package and distribute news, entertainment, factual, sports, commercials and corporate content on multiple platforms to customers around the globe.

[www.itn.co.uk](http://www.itn.co.uk)

Object Matrix Ltd

To learn more about [MatrixStore](#), please visit

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