Masstech and IBM tape storage solution

Delivering secure, cost-effective content storage management for digital media

Highlights

- Enrich and securely manage digital content throughout its lifecycle
- Maximize content value and improve data economics with data tiering
- Dramatically improve search and repurposing of content
- Ensure data availability for disaster recovery with offsite media storage
- Reduce operational costs with high-density, highly scalable tape systems
- Maximize Masstech and IBM tape storage solutions value

In the media and entertainment (M&E) industry, an organization's digital content is among the most important assets they have. In order to draw the most value possible from that content, organizations need a media platform that makes storing and managing content simple and cost-effective.

Masstech software with IBM tape solutions offers a superior option for end-to-end digital media storage and workflow management, particularly for companies whose current tape storage isn't ready for the future. Together, these two leading technologies can help you optimize the entire content lifecycle with an enhanced user experience, content re-monetization, compelling cost savings opportunities, and rock-solid reliability.

IBM is a recognized leader in the tape storage space: IDC named IBM the #1 Archiving solution in 2018[1] and #1 Branded tape in 2019 reports[2], also, IT Pros Voted IBM as Market Leader for Mid-Range Tape Drives and Tape Libraries in the IT Pros 2018 non-sponsored survey[3].

Better data economics and cost-efficiency

The affordability of IBM tape storage is one factor that makes it an excellent choice to support Masstech. According to ESG, in a 10-year scenario implementing an LTO tape data retention solution is 86% lower than of an all-disk solution and 66% lower than that of an all-cloud storage solution, making LTO-8 the economical choice for long-term data retention.[4] Masstech users can also take advantage of data tiering to get the best of both worlds: storing assets that are

used less frequently on IBM tape systems to keep costs low, while maintaining a separate high-performance tier for newer, more high-value content.

Security and reliability

With IBM tape storage, Masstech users can ensure critical content is protected against disasters and threat actors.

Data stored on tape is offline to the network, making it essentially immune to hackers and ransomware attacks. In addition, the option to use write once, read many (WORM) media ensures content cannot be overwritten. This helps organizations comply with regulations that mandate persistent data copies.

Content on tape can also be removed from the data center and stored in a secure offsite location. This helps ensure important assets remain available, even in disaster recovery scenarios.

About Masstech

Masstech provides optimized content storage management solutions for the M&E industry. These solutions provide an intuitive user experience, making it quick and easy to find, preview and enrich digital assets. Masstech uses advanced technologies to enhance stored content metadata, enabling media companies to repurpose and remonetize their content across platforms, and reach content consumers in new and innovative ways.

For customers looking to move from another content and archive management provider, Masstech makes switching simple, while limiting risk and business disruption.

Once you're up and running on Masstech, you'll benefit from 24/7 dedicated service and support teams, made up of knowledgeable engineers with decades of M&E experience. Making the move to Masstech can empower you to use your assets to their full potential, while also capitalizing on the many benefits of IBM tape storage.

About IBM Storage

Just as IBM tape is a good fit to support Masstech, the IBM Storage portfolio includes offerings to meet just about any storage need you might have. Whether you want to maximize performance with flash storage, manage data growth with software-defined storage, or simplify IT with virtualized environments, IBM Storage has an offering that's right for you.

[1]IDC Worldwide Quarterly Storage Software QView, 3Q 2018

[2]IDC Custom Tape Report for 2H 2019, produced March 27, 2020.

[3] 2018 IT Brand Leader Survey Results, June 2018

[4] ESG, Alex Arcilla, Quantifying the Economic Benefits of LTO-8 Technology, August 2018

Why IBM?

As a market leader in the tape storage industry, IBM can help you handle the challenges, whether you are a small to mid-sized company or a large enterprise. Innovative technology, open standards, excellent performance and a broad portfolio of proven storage software, hardware and solutions offerings are just a few of the reasons you should consider storage solutions from IBM.

For more information

For more information

To learn more about IBM tape storage, contact your IBM representative, or visit ibm.com/storage/tape

To learn more about Masstech, or to get started deploying your new content storage management platform, visit www.masstech.com.

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