

Microsoft Azure Data Box for Interlake Archive on Demand

- Secure migration for large data volumes
- Fast and easy process
- End-to-end workflow
- Data on Azure is unlocking new business models

Gold
Microsoft Partner




By combining **Azure Data Box** and **Interlake Archive On Demand** we unleash the power of your media assets. We enable a transfer of even petabytes of data to the cloud within a short timeframe. Once your content is online in our Archive on Demand, you benefit from reduced operating cost, pay-as-you-go functionality like transcoding, the generation of additional value and metadata using artificial intelligence, seamless connections to third party cloud tools and an easy distribution and monetization of your content.

Creating a whole new value chain

We're your single point of media storage in the cloud plus added intelligence and a new value chain. As a Microsoft Gold partner, Interlake assists you in your data migration to the cloud. Once you're there, you can use our Archive on Demand to manage and distribute your content. Plus, you can add-on all your third-party tools, VoD platforms, Microsoft Media Services and artificial intelligence for video analysis and metadata aggregation.





Current media industry challenges

Transitioning to the cloud is an important step in taking your business to the next level. It all starts with moving your data to the cloud. The Interlake cloud transition with the Microsoft Azure Databox solves the various challenges your business may be facing.

- No automated self-distribution and syndication with all media platforms (Web, Mobile, Smart TV, linear TV)
- Challenge to switch to cloud workflow in media and stop investing in proprietary solutions
- Hard to search and retrieve archive assets because of lack of metadata
- End-to-End Workflow from production to distribution
- Huge amount of cost intensive video assets in archives on premise
- No access to new cloud-based distribution channels
- New players in media beyond entertainment are stepping on stage
- No cost efficient, scalable archive storage layer as a service (no OPEX solution)

Archive on Demand - your intelligent media store

With the combination of the Interlake Archive on Demand and the Microsoft Azure Data Box a large amount of data, like media assets can be easily moved to the cloud. For the first time in the history of media production, the classic division into the three parts of production, archive and distribution is abolished. By combining archive and distribution, customers are now able to combine these major production steps in the cloud. Archive and Video on Demand become Archive on Demand and productions ingest directly to the cloud.

Media Cloud Transition

- Immediate asset availability
- Reduced operating cost
- Pay-as-you-go model
- Flexible scalability
- Unique hybrid Capability: Connects to existing on-prem infrastructure

Explore Media in depth

- Cognitive Services optimized for Media Scenarios
- Combination of AI-Annotations and production metadata to enable new ways of content exploration

Multichannel delivery

- Automatic transcode – deliver to any customer device
- Easy distribution and monetization with VoD models
- Seamless global delivery across 40 cloud data centers and CDNs

Automated workflows

- Automate all repetitive standard tasks like transcoding & delivery to focus on the creative part of your work
- Connects production, metadata, asset store and distribution in one solution



Advantages of the Microsoft Azure Data Box

Azure Data Box speeds up the migration of large amounts of data to the cloud. Use cases can be the one-time transfer of terabytes of data or periodic uploads that need to be moved to the cloud.

Benefits of Azure Data Box



- Speed**
 - ship terabytes of data to the cloud in less than a week compared to months over an internet connection.
- Easy to use**
 - Data Box is an easy to use solution with a standardized data transfer.
 - Process is managed by Microsoft Gold partner Interlake for your convenience.
 - The solution provides end-to-end tracking via the Azure portal.
- Secure**
 - Data Box Disk has built-in security protections for the disks, data, and the service.
 - The disks are tamper-resistant and support secure update capability.
 - The data on the disks is secured with an AES 128-bit encryption at all times.
 - The disks can only be unlocked with a key provided in the Azure portal.
 - The service is protected by the Azure security features.
 - Once your data is uploaded to Azure, the disks are wiped clean, in accordance with NIST 800-88r1 standards.

Case Study



100-year old Bertelsmann UFA, Germany's largest television production company, is consolidating the archive and distribution production stages on Microsoft Azure Cloud platform. This means the UFA archive will now be available on-demand on all platforms. On top of that, the overall vision is to transfer the entire production process - from filming to playout - to the cloud.

By using the Microsoft Azure Data Box Interlake made it possible to immediately unlock the full potential of the UFA media assets. The handling of data with the databox was easy and secure at the same time which made it a smooth start of the journey.

Next to cloud benefits, such as scalability and cost savings, we unlocked new business models. Content on the UFA portal is now playable on all devices and via integration with Microsoft Cognitive Services, there is a further potential for monetization.

Results:

- Redeemed Storage costs after 6 months
- Transition from a production company to a content provider
- Implementing a digital feedback loop for assessing new market opportunities



“ Our approach is unique within the industry – from the archive and video on demand, we have created archive on demand. ”

Ernst Feiler, UFA Director Technology



Interlake Archive on Demand features

Azure Data Box

- Fully integrated to Azure Data Box workflow
- Interlake Transfer Appliance
- Web-Uploader/ftp-Account

Workflow-Automation

- Based on Metadata recurring tasks can be done automatically

Connect to 3rd Party Apps

- VoD platforms
- Cloud editing
- Aspera/Signiant Support
- ...

Flexible MAM Frontend

- White Label Archive
- Multi-Tenant capability
- Responsive WebApp with worldwide access
- Fully customizable Asset structure

Connect to Azure Services

- Videoindexer-API/Video Analysis
- Audio Analysis
- Azure Media Services Encoding
- Azure Active Directory Services
- Content-Delivery-Network-Services

Scalable Backend on Azure

- Worldwide Deployment in Azure Data Centers with highest Compliance and Privacy-Standards incl. GDPR approval and MPAA-Certification
- Addressing Hot, Cool and Archive Storage according to customers rules or business



Gold Cloud Platform
Gold Application Development
Gold Intelligent Systems

Get in touch with our media team

Telephone: +49 331 / 231 895 00

E-Mail: info@interlake.net

Interlake is a digital change agent and provides the tools and guidance for cloud-based media transfer. Working in MediaTech from e-learning to video production workflows we serve customers in over 30 countries for more than 20 years. Interlake is among the top 1% of Microsoft partners in Germany and the oldest Articulate e-learning partner worldwide. Through Interlake Holding we're also involved in ventures in the fields of VR/AR and the volumetric recording studio Volucap for walkable film. Interlake is located at the German MediaTech Hub Potsdam just outside Berlin with more than 120 companies within one square mile and expertise in traditional media, e-learning, IT and 3D. Since 2005 Interlake LLC in Florida also serves customers in North America.