

Case Study - Media and Entertainment

Streamline Workflows and Secure Your Intellectual Property



Overview



Digital transformation has reshaped the media and entertainment (M&E) industry by leveraging on modern technologies. Media companies have merged and streamline their workflows for greater efficiency and to meet modern consumer's expectations. The shift in today's viewer's appetite is influenced by the rise of on-demand content consumption through digital platforms.

While media companies are in the chase of delivering fresh content quickly, threat actors are waiting in the background to exploit any vulnerabilities. Within media workflows, people, processes and technologies are critical enablers. However, they possess inherent flaws that are easily being taken advantage of. As a result, the companies' intellectual properties are at risk of potential data breaches.



Challenges



Today, media companies look to expand their viewership beyond their local market and target international audience. In the interest to captivate its international audience, media companies work with independent artists to create local contents.

During the content production process, sensitive files are being exchanged and collaborated on between independent artists and the media companies. Public file transfer solutions and emails are commonly used by independent artists to send sensitive files, but they put the intellectual property at risk of being compromised



Solution



EasiShare provides the ideal platform to collaborate, backup, and exchange files securely through its simplified and user-friendly interface. When working with independent artists, users can enable the additional security features in EasiShare to facilitate secure exchange of files with the authorised artist.

Hosted on Nutanix Objects, EasiShare and Nutanix assists in the unification of existing data silos with object storage to streamline current media workflow that commonly is seen in M&E industries. Using a centralised interface, IT has better visibility and control to govern the companies' intellectual properties. The combined solution provides media companies the benefit to improve workplace productivity without compromising the integrity of its intellectual property.

Location

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