



Making Creative Content Smarter

Improve video workflows with the unique storage capabilities of Seagate Lyve Cloud and axle ai's effective, easy-to-use media search and management solution.

Solution Summary

Lyve™ Cloud integrates with axle ai's browser-based media management systems to optimize media production workflows. Instead of storing creative content and hoping they can find it later, content teams can use Lyve Cloud and axle ai to find and share content quickly—wherever that media may be. Take charge of growing stores of media using Lyve Cloud and axle ai.

Benefits Summary

- Simple pricing structure eliminates cost uncertainty so media teams can scale storage for ever-growing volumes of footage
- Trusted, globally recognized security standards safeguard media and protect it from ransomware, manipulation, and accidental deletion
- Efficient, vendor-agnostic cloud connects media to a variety of edge- and cloud-based applications and production workflows
- Always-on availability with multi-region replication supports better remote collaboration for distributed media teams
- Browser-based support for leading editing solutions enables efficient production workflows for distributed media teams
- AI-enabled tools automate and accelerate functions such as media search, archiving, and reuse

Demand for more media content is leading to exponential growth of video and image storage. Remote work is making traditional “sneakernet” approaches impractical. Storage silos are everywhere, and media teams are demanding new ways to store and remotely manage their content.

Introduction

Media teams spend way too much time worrying about losing files and sifting through footage for hours just to find the right clip. The Seagate® and axle ai partnership empowers companies to keep pace with the growing rate of media capture, management, search and archiving. Together, Lyve Cloud and axle ai are paving the way for a media-driven future—equipping media and entertainment (M&E) teams and companies to handle massive amounts of data and to rethink how they work with their content.

The Challenge

Creative teams are outgrowing their media storage and workflow management systems. With remote collaboration trending upward alongside increasing demand for streaming content, post-production groups are working overtime. Without access to scalable cloud-based storage and a workflow management platform that supports AI and machine learning, these teams will continue to waste countless hours and resources on tasks that hinder their ability to edit and produce media efficiently.



The Solution

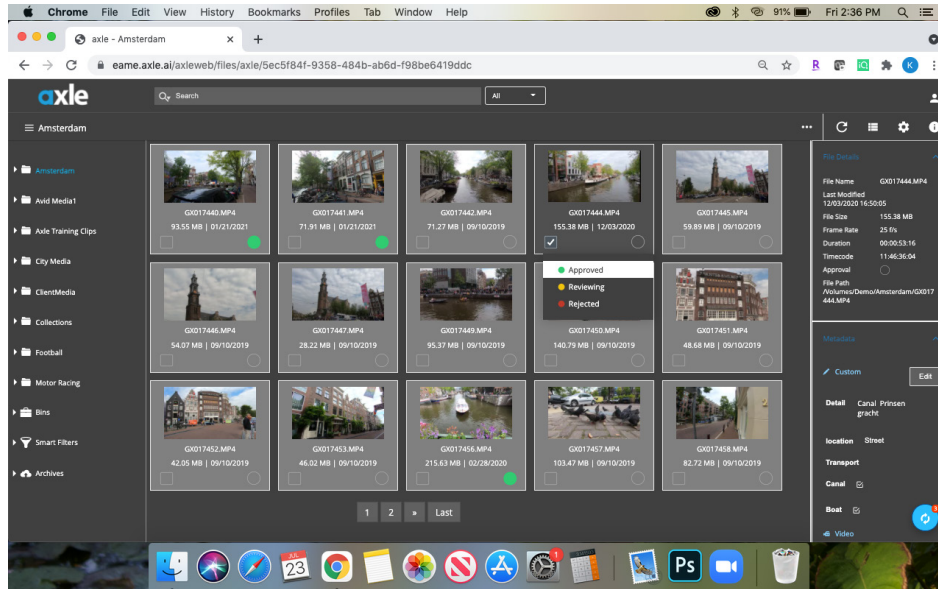
M&E companies need to gain control of growing pools of media that are central to their business success. They need tools that can help them manage massive volumes of content from multiple sources. This includes the ability to move, locate, and reuse footage at a moment's notice, as well as remote collaboration capabilities that keep distributed media teams working together in a frictionless, cost-optimized way. Without smarter media management, content teams will fail to deliver high-quality content on budget and on schedule—getting left behind by their competitors.

The Seagate Approach

Lyve Cloud from Seagate is an infinitely scalable mass storage platform that helps M&E companies store all their media. With its always-on availability and multi-region replication features, this S3-compatible, storage-only cloud is perfect for media archives, global media repositories, and remote collaboration.

Store growing volumes of media for access from wherever you are, whenever you need it. Simple pricing without egress fees or API charges and an intuitive, user-friendly dashboard support predictable cloud costs while stringent, globally recognized security features for data at rest and in motion safeguard data from ransomware, manipulation, and deletion.

The flexibility of Lyve Cloud enables users to connect media stored in the cloud to a variety of edge- and cloud-based applications from nearly any media processing vendor. Lyve Cloud is a simple, trusted, and efficient cloud storage solution for M&E workflows.



The axle.ai Solution

A simple, efficient, and easy-to-navigate platform, axle ai allows users to manage their media in a smarter way—automating and accelerating a wide range of media production and distribution workflows. Equipped to support small media libraries, sprawling work in progress, large collections, and everything in between, axle ai creates low-bandwidth proxies that can be accessed from any web browser.



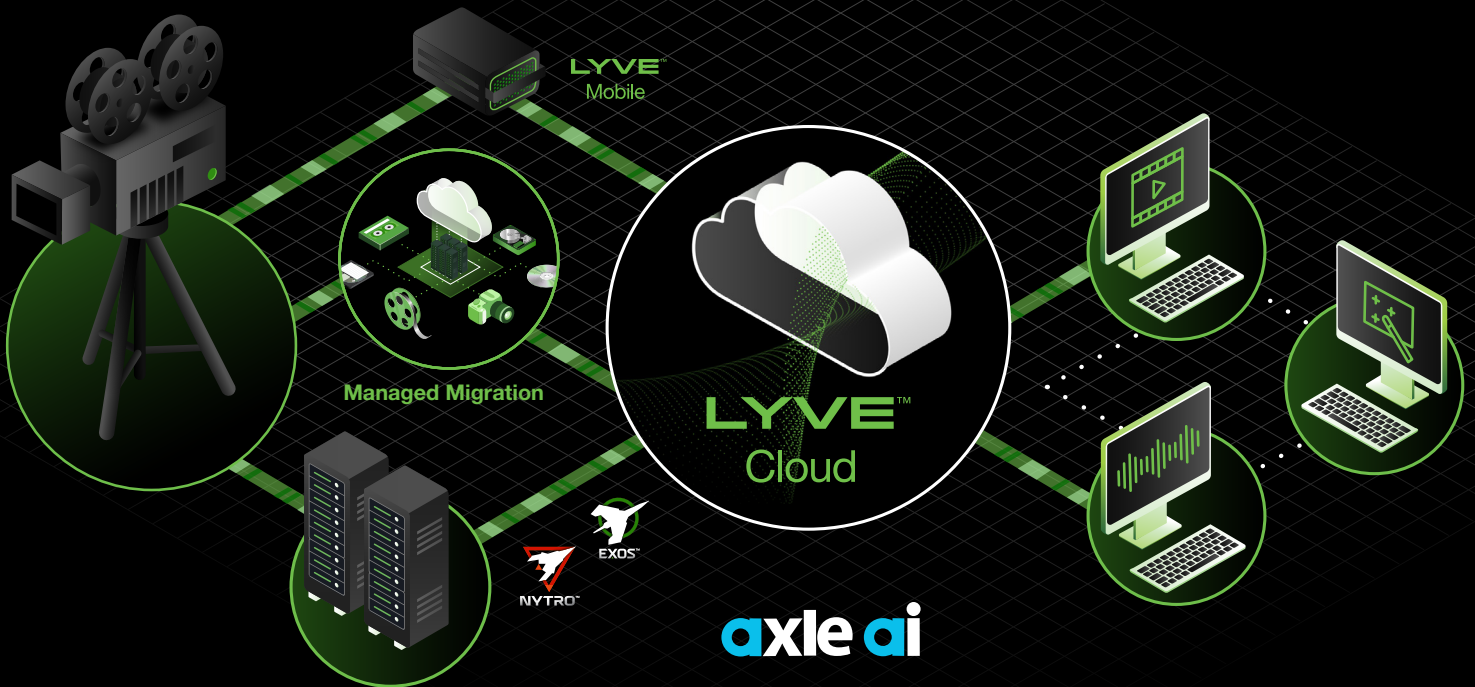
With plug-ins for Adobe Premiere Pro, AfterEffects, Photoshop, Illustrator, and InDesign, and interfaces to Final Cut Pro X and Avid Media Composer, axle ai empowers distributed media teams to collaborate on projects of any size from around the world—searching, commenting, marking, approving, and annotating assets through a simple browser interface.

Unique search functionality, metadata tagging, AI integrations, face and speech recognition tools, and support for leading editing software solutions make axle ai a crucial hub for today's workflows.

The Total Solution

By combining the power and intelligence of Lyve Cloud with the remote search, management, and workflow capabilities of axle ai, this joint solution empowers creative teams to remotely manage, search, archive, and repurpose their media files. Media teams can leverage Seagate's secure and highly available storage with axle ai's media management software to sort through large amounts of media quickly and effectively. Simplify the way you store media and move it into the cloud while benefiting from the ability to manage and search across connected media platforms using Lyve Cloud and axle ai.

Smart Media Production Content Storage and Archive



Features & Benefits Summary

When everyone working on a project can find and share content easily, bottlenecks disappear and the quality of work increases.

Lyve Cloud and axle ai can help make media smarter by:

- Offering optimized cloud storage to store and transfer media
- Unlocking the value of previously siloed digital or analog media and film content
- Providing a global view of assets, searchable through browsers and leading creative tools
- Enriching content with AI-generated metadata such as automated transcripts and face recognition
- Saving creative teams huge amounts of wasted time looking for content
- Empowering social media teams to grab the right material for the right audience instantly
- Making remote production workflows not only possible but routine
- Capture, archive, and repurpose media

“Perhaps most importantly, time spent searching for relevant media drops from as much as 40% to less than 10% — a savings of nearly two days per week for a full-time editor.”

Conclusion

With growing demand for advanced storage solutions and the desire to manage stored media more efficiently, media teams are hungry for solutions that can help them capture, archive, and repurpose media—all in a simple and cost-effective way. Lyve Cloud storage as a service and axle ai media management software enable video teams to collaborate from around the globe seamlessly and efficiently. Lyve Cloud and axle ai bring the benefits of media management within reach of virtually any professional content creator—working together to make media smarter.

Ready to Learn More?

For more information on Lyve Cloud, visit www.seagate.com/lyvecloud

For more information on axle.ai, visit axle.ai

seagate.com

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