



# **Tape-to-Cloud Migration with Marquis Medway and Wasabi Hot Cloud Storage**

Archive Your Digital Assets on the Industry's Most Affordable  
and Fastest Storage Cloud

## Executive Overview

Media & Entertainment companies have accumulated decades worth of production content, raw footage and stock material in tape-based digital video archives. At the same time, these companies are generating new content at an ever-increasing rate. Many are struggling to preserve their digital libraries and protect their intellectual property. Conventional linear tape-open (LTO) tape-based archival solutions and first-generation cloud data archiving services like Amazon Web Services (AWS) Glacier are too slow and expensive for today's fast-paced digital world.

Wasabi has partnered with Marquis Broadcast to help Media & Entertainment companies reduce archival cost and complexity, retire outdated LTO tape libraries, and accelerate the pace of business. Wasabi hot cloud storage is incredibly affordable and fast cloud object storage for any purpose. And Marquis Medway is a fast, reliable and cost-effective media and metadata workflow automation platform. The integrated solution lets you move legacy LTO tape libraries to the cloud quickly, securely and cost-effectively, providing a fast, affordable and dependable repository for all your digital assets.

This white paper reviews some of the financial and functional constraints of conventional archival solutions and first-generation cloud storage services, and explains how Wasabi and Marquis Medway can help you decommission inefficient LTO tape libraries, avoid cloud storage cost uncertainties, and speed up data archival and retrieval functions.

## Introduction – LTO Archival Solutions are Too Slow and Expensive for the Digital Era

For the past twenty years LTO tapes have served as the medium of choice for the long-term storage of digital assets produced by film studios, broadcasters and production companies. The low cost of tape cartridges combined with their generous storage capacity and thirty-year shelf life led the Media & Entertainment industry to archive close to an exabyte of data on LTO tape. But fast and inexpensive internet connectivity and on-demand cloud storage services are rendering aging LTO tape solutions obsolete.

Legacy LTO tape systems are notoriously slow, unreliable and costly. Data access is slow. Hardware is prone to mechanical failures. And recurring equipment and operations expenses—infrastructure, human capital, frequent system and media upgrades—can quickly add up.

## First-Generation Storage Clouds Are Costly, Slow and Complicated

Cloud storage services have emerged as a flexible alternative to LTO tape for video and data archiving. They offer infinite scalability, higher reliability and pay-as-you-go pricing models. But first-generation cloud archival storage services like AWS Glacier are still inherently expensive, slow and complicated.

Glacier's low storage costs may seem attractive at first blush. But when you factor in the additional data retrieval and data transfer fees imposed by AWS, Glacier total cost of ownership (TCO) can easily exceed that of a traditional tape-based approach. And to make matters worse, retrieving data from Glacier can take many hours or even days, making the service no better than pulling an old video file out of a tape library.

Worse still, Glacier pricing is complex and difficult to forecast. AWS uses a tiered-pricing structure with distinct retrieval fees and retrieval request fees for expedited retrievals, standard retrievals and bulk retrievals. And most Glacier fees vary per region.

## Wasabi Hot Cloud Storage – A Fast, Simple and Economical Alternative

Wasabi hot cloud storage is incredibly affordable, simple and fast cloud object storage for any purpose. Specifically conceived to make cloud storage a commonplace utility like electricity, Wasabi hot cloud storage is easy to understand, easy to order and easy to scale. With Wasabi there are no confusing storage tiers to decipher and no complicated fee structures to decode. One product, with predictable and straightforward pricing, supports virtually every application including long-term data retention.

Engineered for extreme data integrity and security, Wasabi provides eleven 9s of object durability and supports configurable data immutability to protect against accidental deletions, ransomware and malware. A highly parallelized system architecture lets you efficiently move large datasets in and out of the cloud, with speeds up to 6x faster than AWS's premium S3 storage service.

Wasabi is the only cloud storage service that meets all the archival needs of the Media and Entertainment industry. At a price of just \$5.99/TB/month—with no extra fees—Wasabi meets or beats the TCO of most LTO tape library operations as well as AWS Glacier. And unlike Glacier, with Wasabi there are no complicated tiered pricing schedules or added data retrieval fees, so you can accurately budget for cloud storage.

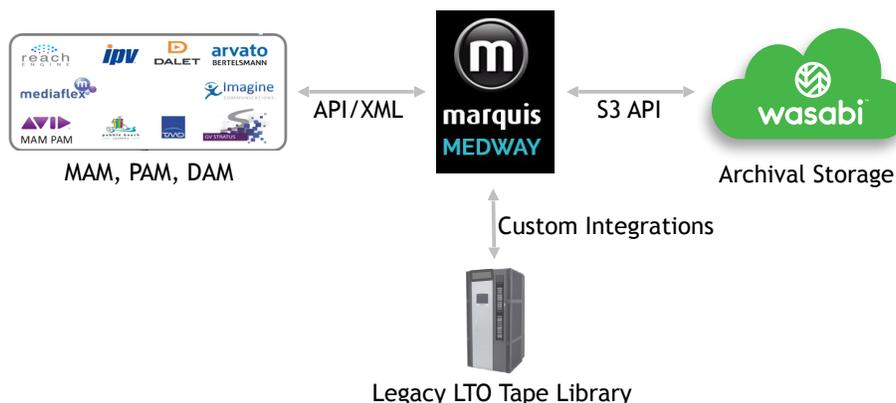
### LTO Tape Library Migration Challenges

All LTO tape systems rely on complex middleware to operate the tape equipment and manage the stored video files and associated metadata. One cannot just move a folder from a tape library to cloud storage as the media references in these systems are proprietary. Also, any tape library migration must take into account the MAM (media asset management), PAM (production asset management) and/or DAM (digital asset management) systems accessing the storage environment. Finally, migration of a data tape library is likely to occur in a live workflow and must be accomplished with minimal impact to day-to-day operations.

## Marquis Medway as a Tape-to-Cloud Migration Tool

[Marquis](#) is a specialist in production workflows and media movement. Marquis [Medway](#) is powerful software that automates many media processing tasks and enables media migration between a range of incompatible production systems including MAM/PAM/DAM systems, edit platforms, live video servers and a variety of storage environments. Medway ensures that media and metadata are properly collected at the source system and arrive at the target system in exactly the right format with all involved systems properly updated.

Medway connects to on-premise and cloud storage and integrates with legacy tape libraries and their associated middleware, such as SGL FlashNet and Oracle DIVArchive. Medway is able to trigger various actions within the tape library middleware and serves as an intelligent tape-to-cloud migration manager. The product integrates with Wasabi via a standard S3 interface and performs the essential translation of content files and metadata on tape to Wasabi cloud object storage. With Marquis Medway, a tape-to-cloud migration runs seamlessly as a background rules-based process that is transparent to daily media operations. And newly generated content can be automatically re-directed to the Wasabi cloud archive to reduce traffic within the legacy library so aging tape systems can be decommissioned as soon as possible.



Affordable, Fast and Reliable Tape-to-Cloud Migration

## Best Practices for Tape-to-Cloud Migration with Marquis Medway

Follow these best practices when migrating from tape to cloud with Marquis Medway and Wasabi Hot Cloud Storage:

- Move the most popular assets first
- Migrate while the system is operational and transparent to MAM, PAM and DAM by automatic redirects
- Prevent any new assets from being written to the legacy library
- Reduce traffic within the legacy library and maximize export resources
- Migrate all media from source tape whenever a tape is mounted in a drive
- Monitor migration and provide statistics regarding overall progress
- Retire the tape library and associated software as soon as possible to reduce support and on-going licensing costs

## Summary

Outdated LTO tape-based archival solutions and first-generation cloud data archiving services can't meet the stringent price-performance requirements of the digital age. Wasabi hot cloud storage provides a fast, simple and affordable alternative to aging LTO tape-based libraries and legacy cloud services like AWS Glacier for long-term data retention.

The integrated solution from Marquis and Wasabi can help you migrate your legacy tape libraries to the cloud—quickly and reliably. The joint solution lays a solid foundation for future growth, providing an instantly scalable and infinitely extensible repository for all your digital assets.

## Next Steps

- **CONTACT WASABI TODAY.** Learn more about how Wasabi can help you eliminate the cost and complexity of traditional on-site storage solutions.
- **TRY WASABI FOR FREE.** Get up to 1 TB for 30 days.
- **CONTACT MARQUIS.** Learn more about Marquis Medway can help you streamline your tape-to-cloud migration and preserve your digital assets.

## About Marquis

Marquis Broadcast moves media and metadata in professional production workflows. Founded in 1998, Marquis Broadcast provides a range of media integration products designed for the data-intensive and challenging requirements of today's fast-paced media production environments, enabling producers of digital media to achieve maximum efficiencies from their workflow processes.



## About Wasabi

Wasabi is the hot cloud storage company delivering low-cost, fast, and reliable cloud storage. Wasabi is 80% cheaper and up to 6x faster than Amazon S3, with 100% data immutability protection and no data egress fees.

Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi is on a mission to commoditize the storage industry. Wasabi is a privately held company based in Boston, MA.



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