

RED HAT STORAGE FOR CONTENT CLOUDS

THE CHALLENGE

The ubiquity of smartphones, tablets and laptops has empowered consumers and enterprise users alike to create and consume multimedia content at an astounding rate, from any place and at any time. The resulting deluge of digital information has created challenges for both traditionally media-intensive industries like entertainment and Internet services, as well as the large number of non-media organizations seeking competitive advantage through content.

At the heart of these challenges is the sheer scale of storage required by many media-serving applications. With 100TB+ media repositories becoming increasingly common, and multi-petabyte repositories a reality for many organizations, the cost and complexity of building and running media storage systems based on traditional NAS and SAN technologies is overwhelming and often unfeasible.

Add to this the extreme performance demands of multimedia applications, which require consistent access times and low latency to ensure a high quality end user experience. Finally, with all of these issues in mind, reliability and availability must be consistently maintained to ensure that no piece of content is ever lost to disk drive or server failure.

THE SOLUTION

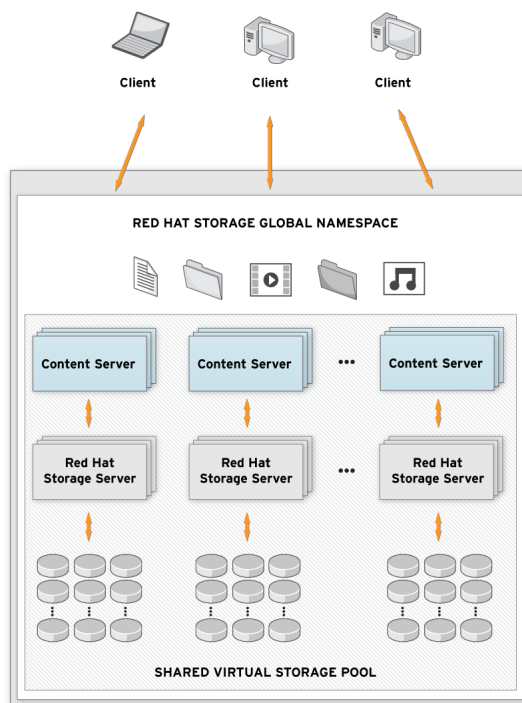
To meet the scalability, cost, complexity, performance, and reliability challenges of large-scale media serving, savvy organizations are choosing to deploy Red Hat Storage Server in place of costly, proprietary purpose-built storage arrays.

Red Hat Storage Server family provides an open source, scale-out network-attached storage (NAS) and object storage software solution that is designed to work seamlessly with industry standard x86 servers. Built on the industry-leading Red Hat Enterprise Linux operating system, it provides freedom of choice to customers by allowing them to deploy cost-effective and highly available storage without compromising on scale or performance. Red Hat Storage Server can easily be deployed on-premise, in private clouds, in public cloud infrastructures, or in hybrid cloud environments and is optimized for storage-intensive enterprise workloads, including high performance computing, nearline archival, and rich media content delivery.

With its low costs, extreme scalability, and consistent performance, Red Hat Storage Server has quickly become the storage system of choice for leading media organizations and others whose businesses depend on efficiently collecting, storing, managing, and delivering multimedia content.

Key features of Red Hat Storage Server for media serving scenarios include:

- **Elasticity.** Storage volumes are abstracted from hardware, allowing each to be managed independently. Storage can be added to or removed from the storage pool while data continues to be available, with no application interruption. Volumes can grow or shrink across machines and can be migrated within the system to rebalance capacity or add/remove systems on-the-fly.
- **Petabyte scalability.** Red Hat Storage Server's fully distributed architecture and advanced file management algorithms allow it to efficiently support multi-petabyte repositories.
- **High performance.** Red Hat Storage Server delivers fast file access by eliminating the centralized metadata server and spreading files evenly throughout the system, eliminating hot spots and I/O bottlenecks, and mitigating end user dissatisfaction due to high latency. Storage nodes can utilize commodity disk drives and 10Gb Ethernet to maximize performance.
- **Compatibility with industry standards.** Due to native POSIX compatibility and support for the CIFS, NFS, and HTTP protocols, Red Hat Storage Server is readily supported by existing applications with no code changes required.
- **Unified file/object access.** Files may be accessed via an Amazon S3-compatible, REST-based API, allowing easy sharing of files across the Internet, without sacrificing the convenience of loading and managing files via native UNIX, Linux, and Windows protocols.
- **Reliability.** Replication ensures high levels of data protection and resiliency, even in the event of hardware failure. Self-healing capabilities restore data to the correct state following recovery.



DATA SHEET

BENEFITS

By deploying Red Hat Storage Server in support of media serving requirements, organizations can readily achieve business goals such as:

- **Reducing costs.** Deploying media storage systems on open, commodity hardware rather than proprietary monolithic NAS and SAN systems allows organizations to dramatically reduce capital costs while maintaining high levels of performance and availability.
- **Eliminating complexity.** Built from the ground-up to deliver high levels of scalability, availability, and information accessibility, Red Hat Storage Server unifies disparate storage nodes into a single global namespace, eliminating architectural complexity.
- **Increased agility.** Red Hat Storage Server can be deployed and scaled in minutes. Because Red Hat Storage Server automates the management of files and storage nodes, operational costs and complexity are dramatically simplified.
- **Reduced downtime.** Red Hat Storage Server can replicate data to multiple machines, ensuring that the system is protected from faults. The failure of any individual server does not compromise data access or the system's overall availability.

ABOUT RED HAT

Red Hat was founded in 1993 and is headquartered in Raleigh, NC. Today, with more than 70 offices around the world, Red Hat is the largest publicly traded technology company fully committed to open source. That commitment has paid off over time, for us and our customers, proving the value of open source software and establishing a viable business model built around the open source way.

SALES AND INQUIRIES

NORTH AMERICA
1-888-REDHAT1
www.redhat.com

**EUROPE, MIDDLE EAST
AND AFRICA**
00800 7334 2835
www.europe.redhat.com
europe@redhat.com

ASIA PACIFIC
+65 6490 4200
www.apac.redhat.com
apac@redhat.com

LATIN AMERICA
+54 11 4329 7300
www.latam.redhat.com
info-latam@redhat.com