



Limitless Creativity in the Cloud

(2018 Update)

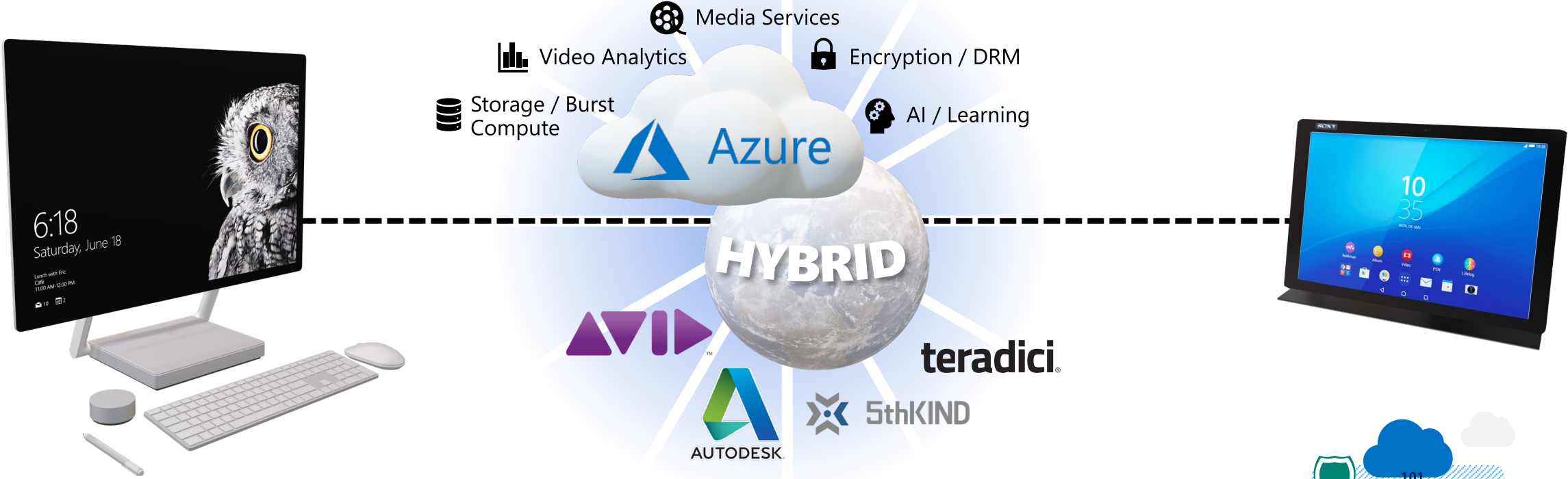
Joel Sloss, Sr. Program Manager, Microsoft

Dec. 5, 2018

End-to-End Pipeline in the Cloud

Pre- and post-production workflows

Whichever tools artists want to use



Distribute anywhere & to any device



Workflows: Device-to-Cloud-to-Screen

Ingest and asset management

- Getting camera files, generating proxies, uploading VFX assets, ...

Visualization

- Workstation, desktop virtualization, modeling, scheduling / orchestration, rendering (/hybrid)

Editorial and metadata / analytics

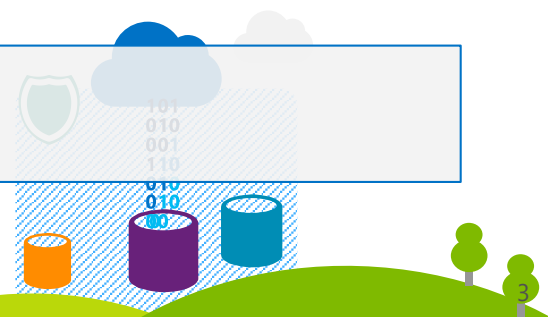
- Building your content (/hybrid)

Storage, protection, and archive

- Keep what matters, track everything, keep it safe

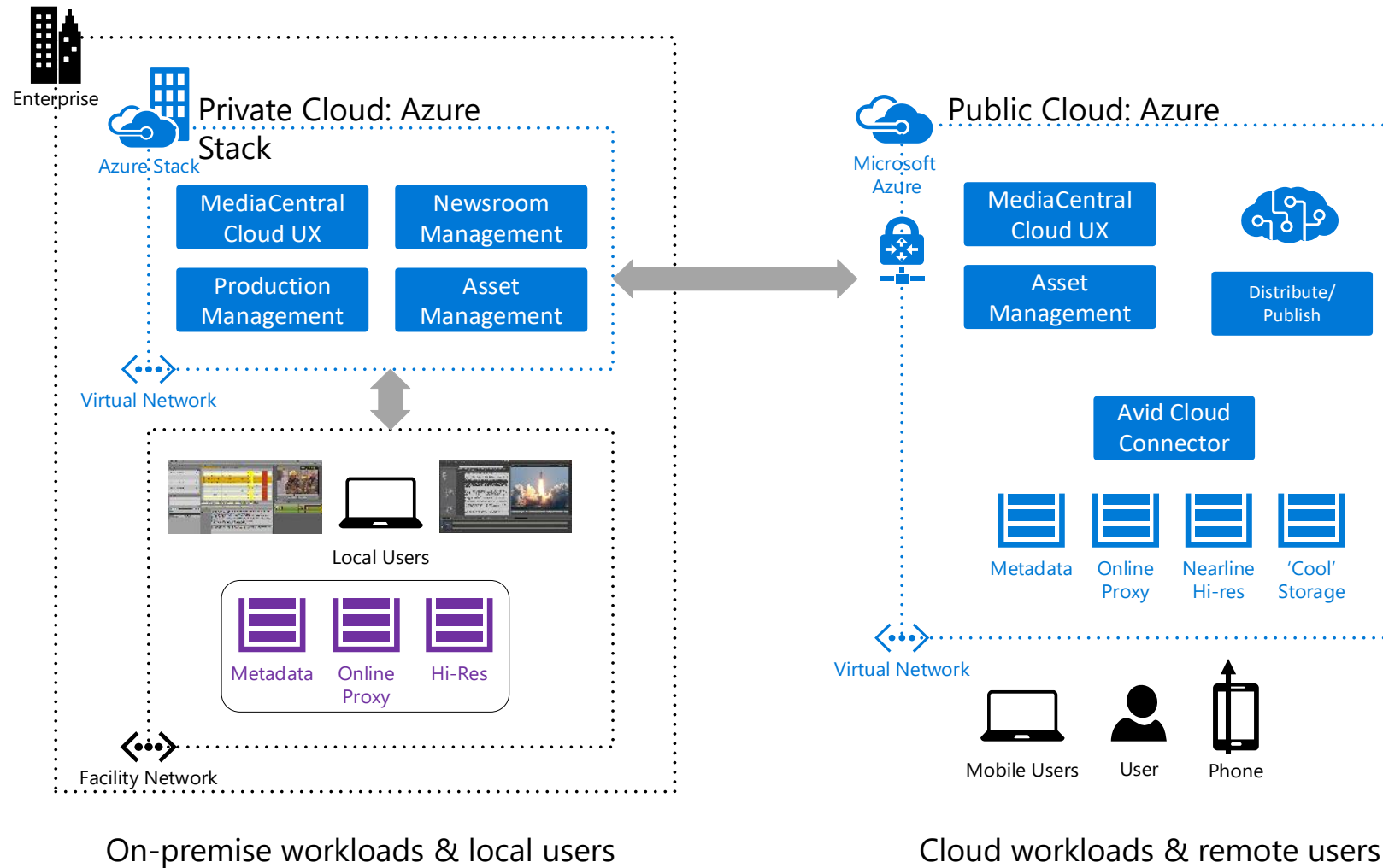
Distribution and playout

- Move large assets to distributors, stream directly to consumers



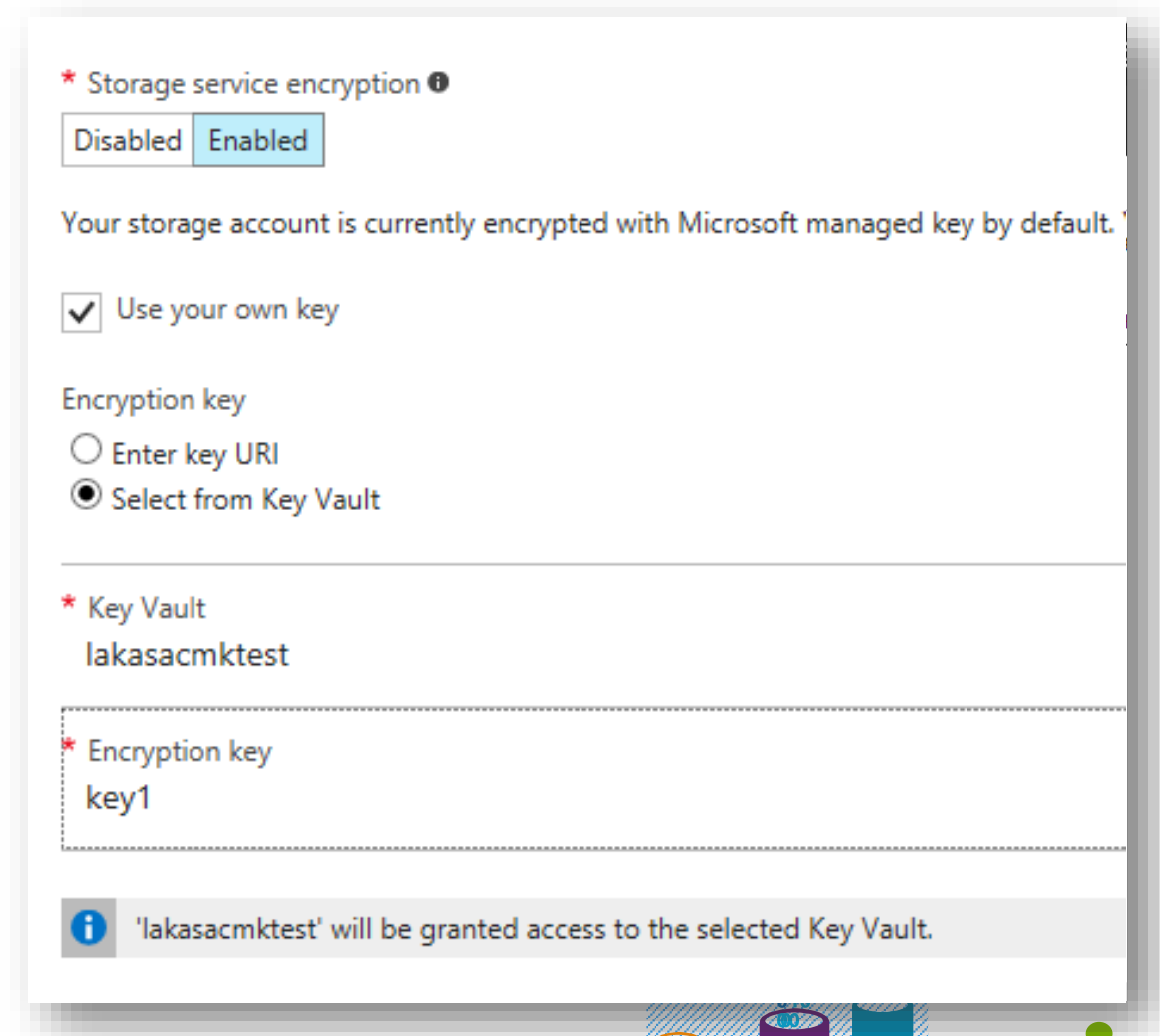
The Journey to the Cloud

Virtualizing local deployments with Azure Stack and connecting to the Azure Public Cloud



Encryption At Rest + Granular Access Control

- Prevents data disclosure from physical disk compromise
- Available for Blobs with Microsoft-managed keys
- Encryption enabled for all accounts
- Customer-managed encryption keys



* Storage service encryption ⓘ

Disabled Enabled

Your storage account is currently encrypted with Microsoft managed key by default.

Use your own key

Encryption key

Enter key URI

Select from Key Vault

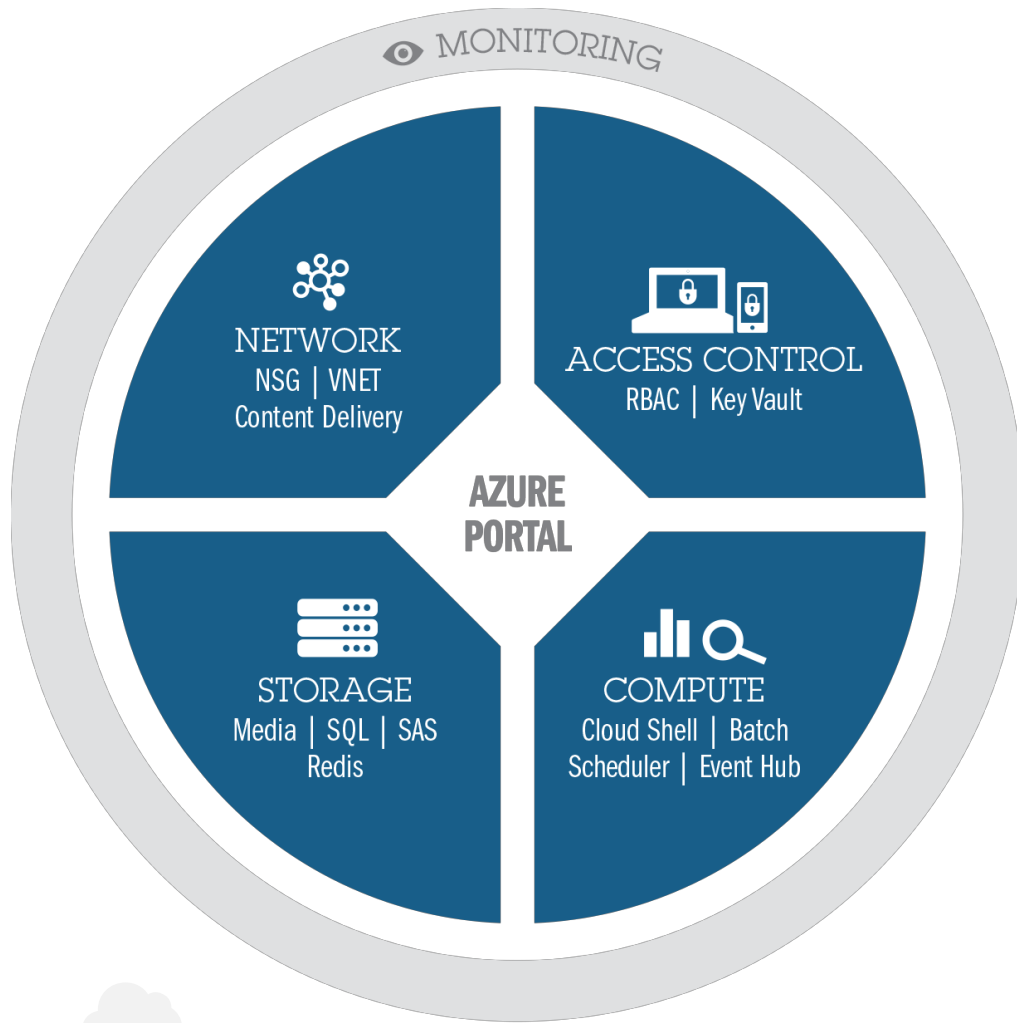
* Key Vault
lakasacmktest

* Encryption key
key1

ⓘ 'lakasacmktest' will be granted access to the selected Key Vault.



Detailed Azure Workflow Configurations



Workflows with detailed guidance

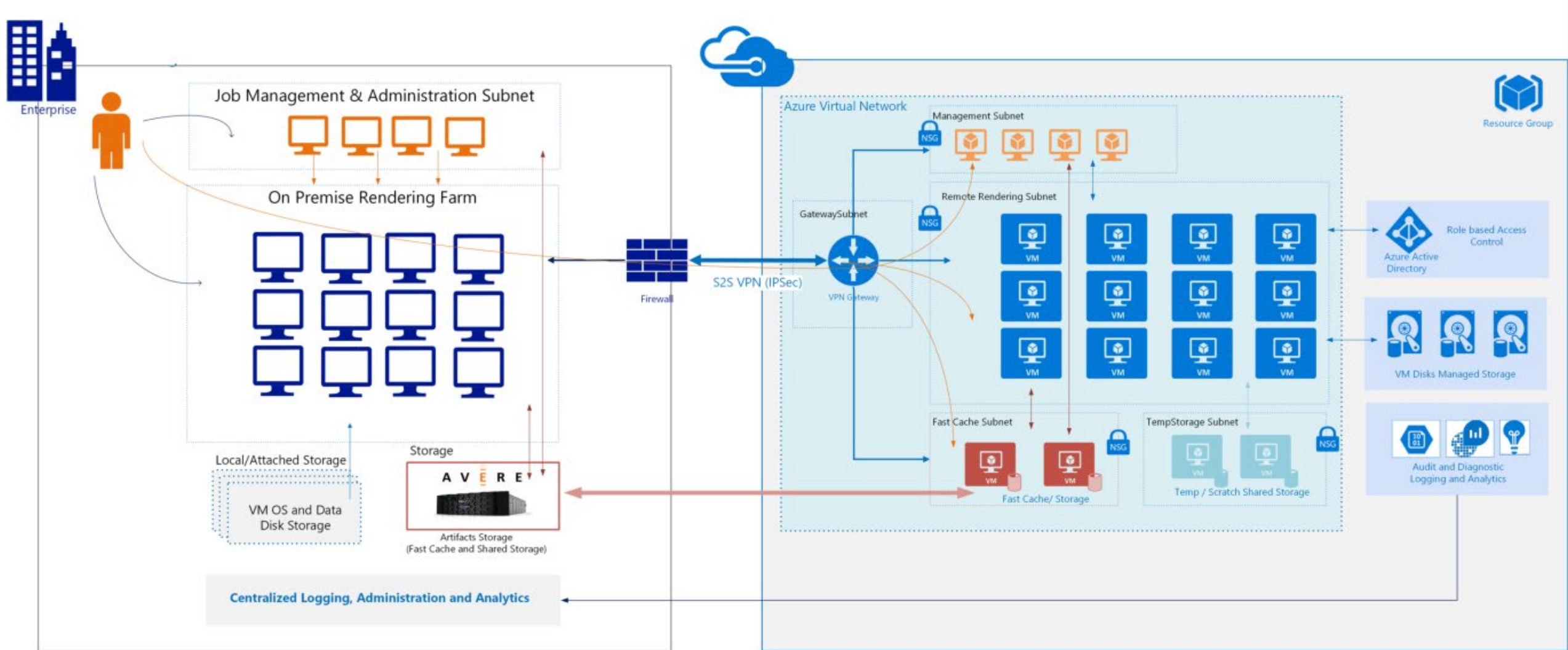
- MAM/DAM
- Hybrid Render
- File Transfer
- File Transfer
- Storage
- IAM and Networking

Example Services Assessed

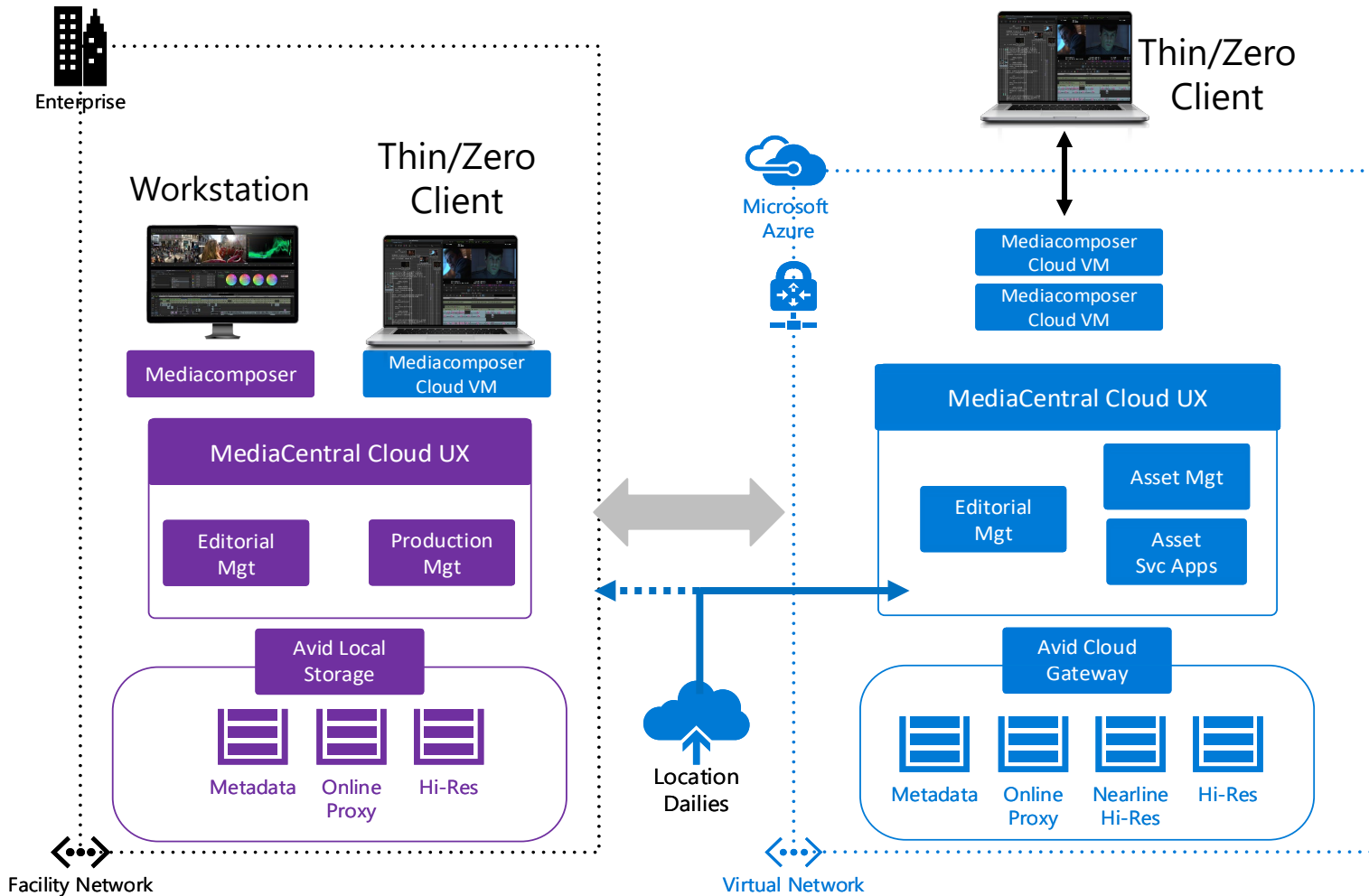
- Portal
- Networking
- RBAC
- Key Vault
- Command Line
- SQL Database
- CDN
- Batch
- Compute
- Storage
- Redis Cache
- Event Hub
- Scheduler
- Media



Hybrid (Burst) Rendering Deployment



Post Editorial - Cloud Production

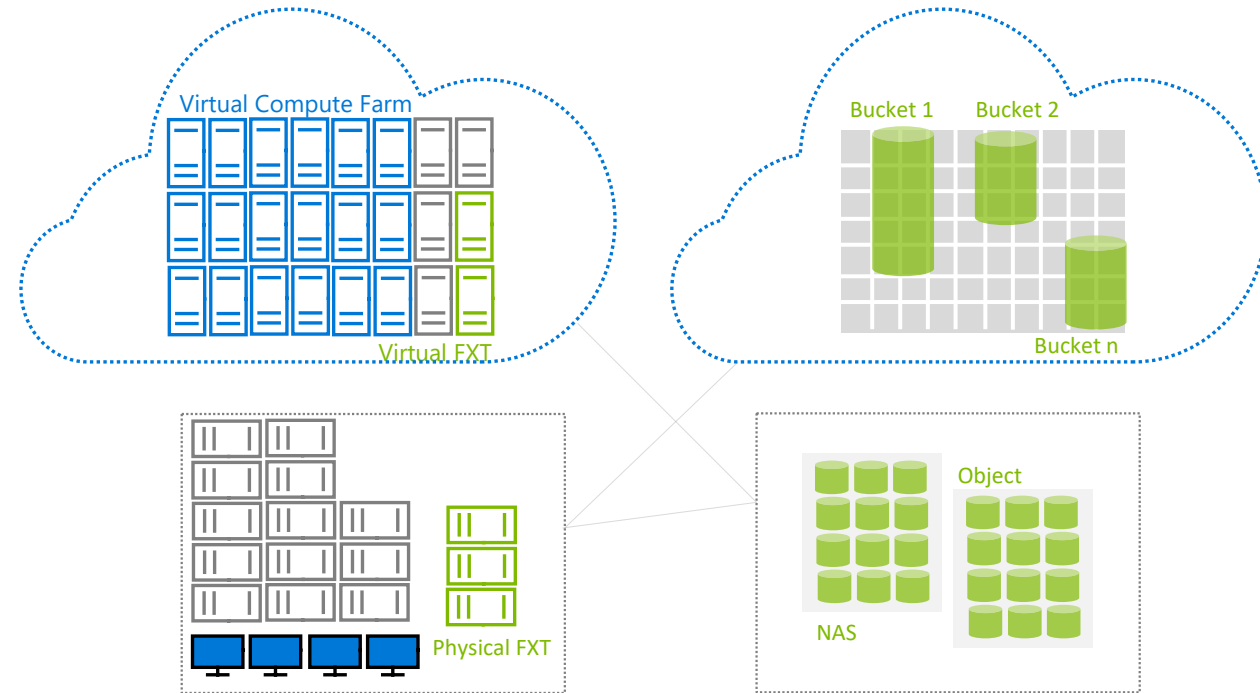
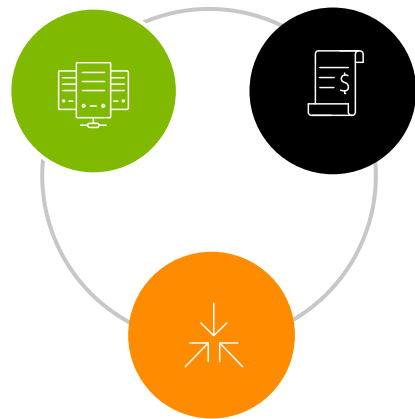


What You Get

- Scale resources to match workload on-premise or to accommodate remote workers
- Potential for efficient direct delivery of location dailies proxies reducing delay and costs
- Flexibility for balancing on-premise vs cloud storage costs and footprint
- Offload ancillary post workflows using thin/zero client technology, greater options for user flexibility

Ingest and Asset Management

- Offline data migration
- ExpressRoute
- Performant hybrid storage

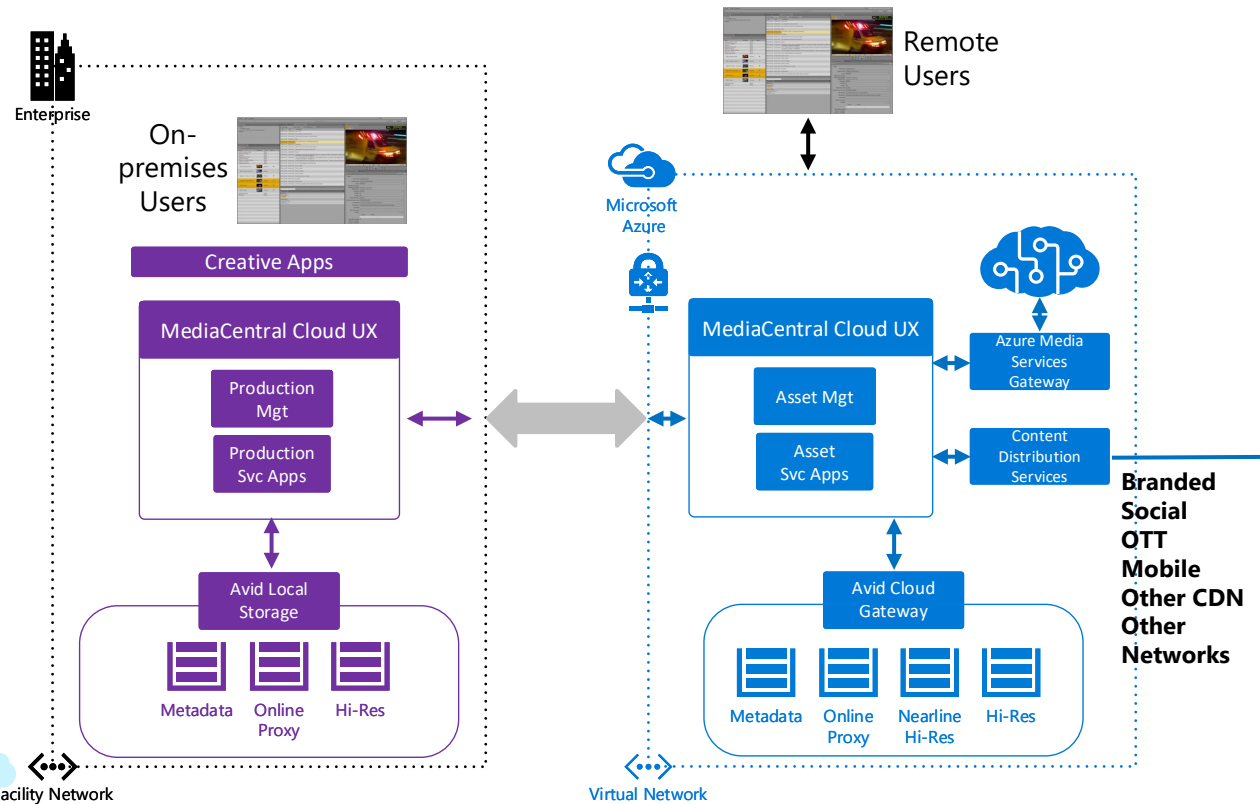


Customer needs	Avere delivers
Low-latency file access	Edge-Core architecture
Scalable performance and HA	Scale-out clustering (3 to 24 nodes per cluster)
Familiar NFS and SMB interfaces	FlashCloud file system for object storage
Manage as a single pool of storage	Global namespace (GNS), FlashMove
Data protection	Cloud snapshots, FlashMirror
High security	AES-256 encryption (FIPS 140-2 compliant), KMIP
Efficiency	LZ4 compression



Ingest and Asset Management

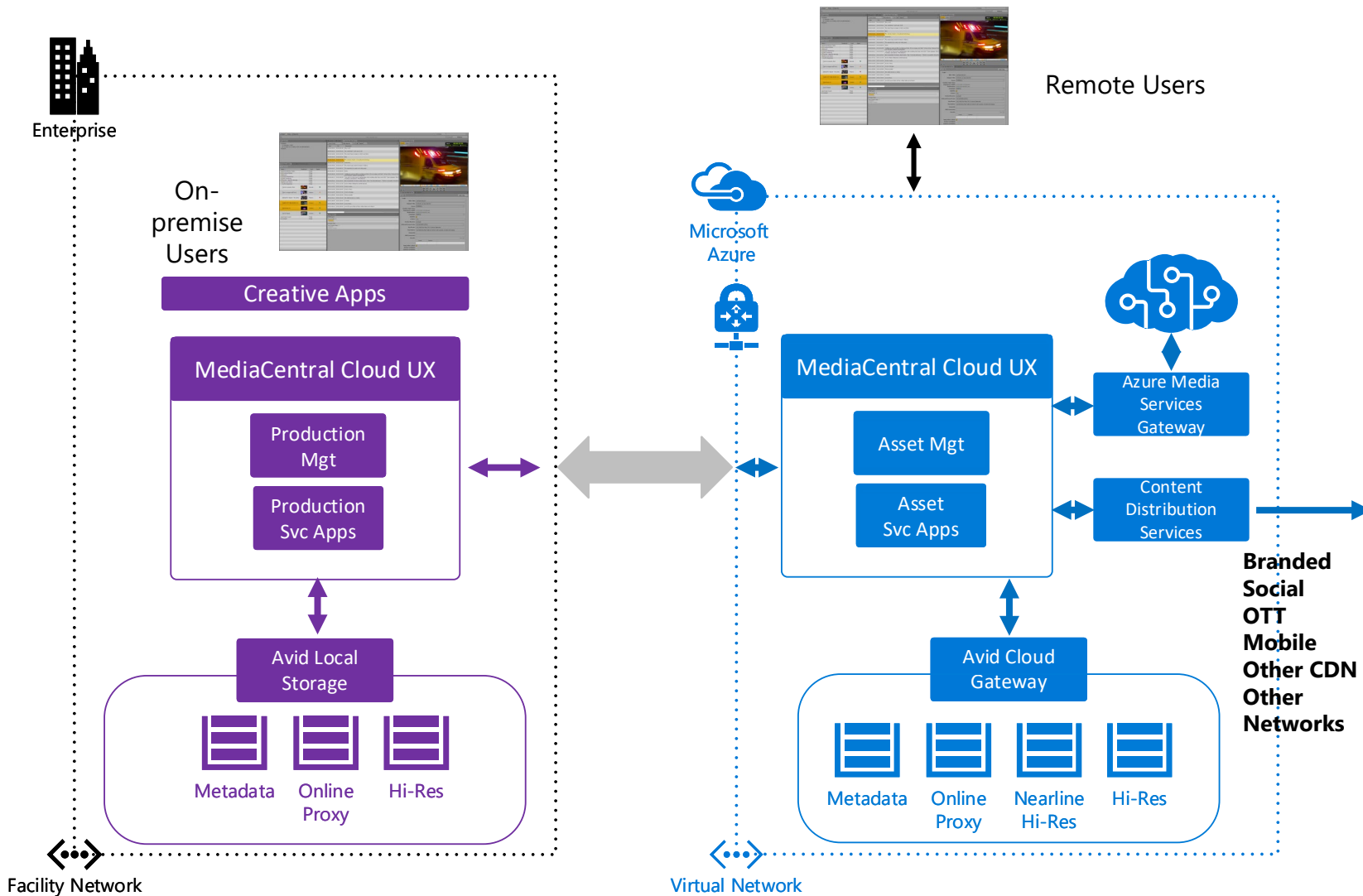
- Offline data migration
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- Performant hybrid storage
- MAM/DAM



What You Get

- Extend collaboration beyond editorial users – rights, review, transcription, localization etc.
- Utilize secure tiered storage for media staging and archive matched to content usage – proxy vs hi-res vs shooting ratio vs cost
- Streamline packaging workflows for distribution and campaigns
- Augment ancillary processes using Cognitive services

Post Editorial – Cloud Asset Management



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New Surface Devices

- Surface Hub 2
- Surface Studio 2
- Surface Pro 6
- Surface Laptop 2
- Surface Go



Intelligent security



- Session wipe with Hub
- Always updated



- Firmware-level security with SEMM
- Work anywhere securely with eSim
- Biometric identification

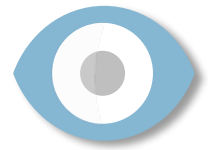


Windows 10 and Surface, when used in a layered solution, can meet the strictest security requirements for use in classified environments such as the classified programs at the NSA





Azure Video AI



Cloud-based speech and vision services



Advanced search across printed text, spoken words, faces



Build actionable intelligence from media archives



Enhance content discovery and engagement through AI

