

A dramatic, stormy sea with a life preserver floating in the foreground. The sky is filled with dark, heavy clouds, and the water is choppy with small waves. A white life preserver with red stripes is floating in the lower right quadrant of the image.

Escape the DIVA[®] and FlashNet Storm

White Paper: Spectra Migration
Solutions for Media & Entertainment





Legacy middleware is sinking...

... and was once considered the best available technology for storing media and entertainment content. As the media and entertainment market has evolved, middleware has struggled to keep pace with the openness, flexibility and cost-effectiveness that broadcasters, post-production houses and content creators require of their storage systems. Middleware's nickle-and-dime cost structure greatly impacts a user's budget and includes many line items such as uncapped support charges, system management, administration, as well as exorbitant nearline storage, tape and ejected tape licensing. Servers must continually be updated, and require OS licenses, adding to costs and management. Coupled with middleware's proprietary nature, vendor lock-in and other complexities, it is no wonder why middleware is sinking.

Support Loop Migration Challenges
Complex
Expensive Unscalable **Lock-In** Vendor Data Application Upgrades
Licensing Cost Model **Proprietary** Middleware
FlashNet DIVA

Over time, legacy middleware providers, Front Porch Digital (FPD) - DIVA* and SGL - FlashNet, became excessively expensive relative to their provided value. As such, with the introduction of modern storage solutions, FPD and SGL's market relevance has begun to wane. With a declining market share and new ownership for both DIVA and FlashNet - Spectra foresees their support pricing escalating substantially, while the quality of field support will decline. With a truncated technology roadmap, both FPD and SGL have reportedly curtailed new feature development and are operating in "harvest" mode.

These factors will likely prompt users to jump off the sinking middleware ship and onto a secure platform that will enable them to migrate their legacy system to a modern content storage solution which offers the openness and cost effectiveness that they require.

*DIVA is a registered trademark of Oracle International Corporation

...a modern approach to storage

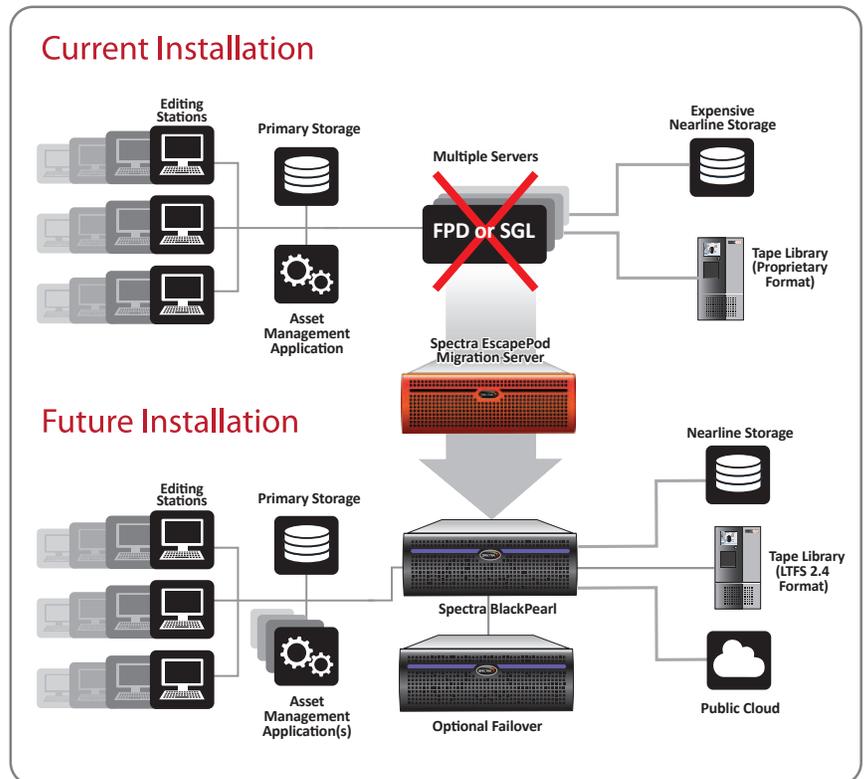
Spectra Migration Solutions

Designed for modern workflows, the Spectra Migration Solution is a comprehensive offering that supports the seamless and transparent movement of content from FPD or SGL legacy systems to the Spectra BlackPearl® Converged Storage System. Using Spectra's EscapePod technology, through published API's, DIVA and FlashNet, data is moved directly to Spectra's BlackPearl Converged Storage System.

The Spectra Migration Solution leverages Spectra's EscapePod technology, proven storage hardware, award-winning professional services and support.

Scope of Work

To best estimate the scope of necessary work, the Spectra team will perform a full system assessment and prepare a customized migration plan that includes workflow, necessary resources, hardware requirements and an estimated timeline. A pilot phase will allow for any customization of the migration of existing content from legacy systems to BlackPearl.



Future Proof with Spectra

Industry demands have dictated the need for a live and nondisruptive migration solution. The Spectra Migration Solution was engineered to address the most painful aspects of replacing legacy systems. Meeting the demands of today's dynamic and shifting business models, Spectra's roadmap reaches well into the future. Rich, native features lend a high degree of intelligence in managing data over many storage tiers including private and/or public clouds. The solution easily adapts its policies to accommodate for changing workflows - allowing for geographic distribution, consolidation of sites, and enterprise-level high availability.

BlackPearl
Economical
Sharable **Powerful** Movable
Flexible **Secure**
Non-Proprietary
One Vendor hardware s/w upgrades
maintenance
Integrates DR **Simple**