

Media Innovation Cloud Alliance

Transform Production Work-in-Progress and Media Archiving with an Open, High Performance, Cloud Ecosystem

The Media Innovation Cloud Alliance is a coalition of best-of-breed companies focused on integrating media processing technologies across multiple clouds, at a price/performance ratio vastly superior to first-generation cloud providers like Amazon Web Services, Microsoft Azure and Google Cloud Platform.

To enable media companies to more affordably leverage the power of independent cloud services, the alliance partners have committed to reducing or eliminating data transfer (egress) fees for mutual customers.

Serving the Media & Entertainment industry in its evolution to open, cloud-based media platforms, the Media Innovation Cloud Alliance provides:

- Improved cost/performance compared to first-generation cloud services or traditional on-premise solutions
- The flexibility to use best-of-breed cloud services without financial penalties, rather than commit to a single cloud provider
- Infinite storage with enough speed to serve any need from production work-in-progress to long-term media archiving
- Reduced or eliminated data transfer fees (egress fees) for mutual customers of Alliance members

The founding alliance partners deliver services that span the media lifecycle from content transfer and ingest to editing and transformation to playback and delivery to archiving and library management.

Founding alliance partners include:

- Acemby (multi-cloud management),
- Archiware (backup and archive)
- Cinnafilm (transcoding and image processing),
- Cloudfirst.io (archive migration and storage orchestration),
- FileCatalyst (file acceleration),
- Integrated Media Technologies (IMT - systems integration),
- Levels Beyond (media production orchestration),
- Masstech (storage management),
- Marquis (production backup),
- Packet (compute),
- Primestream (media asset management),
- Sohonet (media network),
- Wasabi (storage),
- XenData (active archive).

KEY FEATURES

- Foundational cloud components for scalable storage, workflow orchestration, asset management, transcoding, networking and compute
- Open alliance to support a growing ecosystem of cloud media infrastructure partners
- Low cost, high performance cloud storage serves as a hub for multi-cloud media processing
- Agile cloud platform for media operations worldwide

BENEFITS

- Reduced or waived transfer fees between alliance partners breaks down barriers to multi-cloud media processing
- Freedom to choose best of breed services to meet your project requirements, budget and deadlines
- Transparent pricing lowers costs compared to first generation cloud services and makes cloud expenses easier to predict
- Integrated services allow for rapid deployment



Next Generation Multi-Cloud Media Processing - With Great Performance and Better Pricing

MEDIA NETWORK	FILE ACCELERATION	MULTI-CLOUD MANAGEMENT	CONTENT DELIVERY
TRANSCODING	IMAGE PROCESSING	PACKAGING	AI/ML
CORE COMPUTE		GPU COMPUTE	
MEDIA ASSET MANAGEMENT		MEDIA PRODUCTION MANAGEMENT	
ARCHIVE (ACTIVE ARCHIVE & MIGRATION)		BACKUP	
WASABI HOT CLOUD STORAGE			

The Media Innovation Cloud Alliance represents the next generation of the cloud for media production and archiving.

First-generation cloud providers like AWS, Microsoft Azure and Google Cloud Platform offer one-stop-shops for media producers with a seemingly endless list of services.

However, these services are laden with a host of operation fees and micro charges that explode the true costs of using their services, making it impossible to accurately forecast your cloud spend.

The Media Innovation Cloud Alliance, by contrast, was assembled for the multi-cloud world. All partners in this ecosystem offer straightforward and budget-friendly pricing models for their high-performing services. In particular, alliance partners are committed to discounting or entirely waiving data transfer fees so customers have the freedom to use the cloud services that best meet the requirements for a particular project and budget.

The Media Innovation Cloud Alliance is an open alliance of like-minded companies dedicated to enabling the multi-cloud world. We welcome other media cloud service providers with a commitment to flexibility, efficiency and transparency to join our coalition. For more information on the alliance and to request inclusion, please email MICA@wasabi.com.

Next Steps

- **CONTACT WASABI TODAY.** Learn more about our price, performance and protection benefits.
- **TRY WASABI FOR FREE.** Get up to 1 TB for 30 days.

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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