



UNLEASH

the power of your digital assets.

North Plains TeleScope Enterprise and HP Converged Infrastructure

Managing digital assets from creation to distribution.

Solution brief

So many assets, now easy to manage

Today, virtually every industry struggles with one common challenge: managing explosive growth of information assets. For example, Media & Entertainment companies must store and manage vast catalogs of still images and audio and video files. Companies, such as those in Retail, must manage all marketing campaign information to protect and manage their brand identity. Regulated industries must archive unstructured information for many years to comply with government regulations.

As leaders in digital asset management (DAM), North Plains Systems understands these business-critical challenges. And to help you solve them, North Plains delivers a modular, standards-based solution—Northern Plains TeleScope™ Enterprise. With an open architecture and flexible metadata structure, TeleScope addresses digital asset management requirements within any size department, organization or enterprise. This advanced web-based application:

- Enables the secure access, production, management and distribution of all digital assets
- Creates a central archive/repository for managing rich media content and metadata based on business policies
- Delivers powerful and tailored digital media services including intuitive search, workflow orchestration, file embargo and expiration, automated distribution, and more
- Includes built-in tools for working with video, Flash, graphics, images and layout files within a browser from anywhere in the world
- Provides an architecture that enables deep application and product integration

But a North Plains TeleScope solution is comprised of more than just software. Completing your solution requires a high-performance and highly reliable infrastructure. North Plains and its customers trust world-renowned HP ProLiant servers and massively scalable HP storage solutions to support TeleScope. And you can, too. HP and North Plains provide an open, flexible foundation that unleashes the power of your digital assets—empowering your organization to manage, re-use, archive and share all rich media—easily and efficiently, from anywhere in the world.

HP and North Plains – a growing partnership

As a partner in HP AllianceONE—an innovative program that helps HP partners develop and deliver solutions across a wide array of specializations including storage management, the cloud, business intelligence (BI), management, security, hosting, networking and many more—North Plains works closely with HP to help global enterprises effectively manage digital media, as well as showcase key innovative solutions in the Media & Entertainment industry.

We also continue to work together to ensure North Plains TeleScope runs flawlessly on HP server and storage platforms—providing certainty that our joint solutions work as promised, right out of the box. Successfully deployed at large media and entertainment companies, our field-certified solutions have what it takes to support the operations of even the largest global enterprises.

Solving the problem of explosive data growth

The latest research from the Enterprise Strategy Group states that every 3–4 years, we will store four times as much data as we do today—which equates to nearly 200,000 petabytes. Solving this explosive data problem requires a complete understanding of how to store and manage the growing volume and complexity of rich media and video. HP and North Plains not only understand the problem—we have the solution.

HP and North Plains advantages	Benefits
Fast time to market	<ul style="list-style-type: none"> Accelerates digital processes by automating and compressing workflows from creation to distribution Boosts performance to deliver content at the fastest possible speed
Comprehensive	<ul style="list-style-type: none"> Provides everything you need for your digital media environment, including software, servers, networking and storage, as well as coordinated service and support
Modular	<ul style="list-style-type: none"> Enables you to select the components and features that meet the needs of your users and file-based workflows Enables you to move to file-based workflows—making it faster and easier to share and access assets company-wide Centralizes asset management across locations, based on a single application instance
Scalable	<ul style="list-style-type: none"> Grows as your business needs evolve; allows you to seamlessly add capacity and capability over time
Flexible	<ul style="list-style-type: none"> Supports all classes of users from high-end creative designers to mobile sales staff Improves storage resource utilization, management and archiving Enables global, regional and localized collateral management, ensuring version control Allows you to customize the software, including integration with other enterprise applications
Customizable	<ul style="list-style-type: none"> Individualizes your TeleScope digital asset management solution to meet your unique needs
Secure	<ul style="list-style-type: none"> Fulfills the most demanding requirements for rapid access and flawless media protection using a combination of high-speed storage with high-capacity libraries Offers uninterrupted content availability and reliability

HP and North Plains workflow

An industry leader with more than 30 years' experience serving the unique needs of companies operating in the Communications, Media and Entertainment (CME) industry and others, HP offers enterprise-caliber storage systems to support North Plains digital asset management. HP's comprehensive portfolio of scale-out solutions in storage, servers and networking includes:

- **HP Converged Infrastructure** – Delivering the data center of the future, today; helping you overcome IT sprawl using innovations that deliver new levels of simplicity, integration and automation; uniting servers, storage, networking, applications, and power and cooling on one highly efficient platform
- **HP X9000 Network Storage Systems** – Extremely simple, efficient and adaptable, HP X9000 Network Storage Systems deliver excellent performance and a modular storage infrastructure to accommodate unprecedented storage growth and performance in a single namespace.
- **HP P2000 storage** – Highly affordable storage area network (SAN) solutions offer pay-as-you-grow, all-inclusive pricing model and intuitive storage management, with both iSCSI and Fiber Channel connects.
- **HP ProLiant servers** – Supporting both Linux and Microsoft® Windows® operating systems, these industry-standard servers and solutions deliver confidence and reliability; available in rack-mount, tower blade and scale-out form factors.
- **HP BladeSystem c7000 Enclosure** – Provides all the power, cooling and I/O infrastructure you need to support modular server, interconnect and storage components today and for several years; holds up to 16 server and/or storage blades in one energy-efficient enclosure

- **HP Virtual Connect Flex-10** – Hardware-based solution that lets you split a 10 Gb/s server network connection into four variable partitions; replaces multiple lower bandwidth physical network interface card (NIC) ports with a single Flex-10 port, which reduces management requirements, the number of NICs and interconnect modules needed, and power and operational costs.
- **HP Networking** – Solutions for the large enterprise or the small office; ensuring staff members can access the information they need, when they need it.
- **HP Services** – Most comprehensive expertise to align applications, infrastructure and facilities to your business goals; offering expertise across many areas helps you modernize applications and infrastructure to reduce complexity, align business and IT processes, and maximize efficiency; work with HP Services to migrate to a modern IT platform and implement a new DAM solution

HP X9000 Network Storage Systems

An important component in the HP Converged Infrastructure strategy—where servers, storage, management software, networking, power, cooling and security are pooled and shared as services—the HP X9000 Network Storage Systems are designed to address your explosive rich media and video data challenges. The HP X9000 systems seamlessly serve, store and scale both capacity and performance. Built-in virtualization capabilities enable on-the-fly resource provisioning to meet rapidly changing demands. These features help you optimize capacity and power consumption, as well as seamlessly integrate the HP X9000 systems with any standards-based applications in your media workflow.

Available in three scale-out packages—HP X9320 high-performance systems, HP X9720 high-capacity systems and HP X9300 gateway—HP X9000 Network Storage Systems are:

- **Simple:** Pre-tested DAM solutions remove the worry from your media operations, ensuring that users can access the right digital assets when and where they need them.
- **Efficient:** Automated and optimized access and delivery of your media assets; automatic data tiering based on TeleScope business rules
- **Adaptable:** Modular pay-as-you-grow storage architecture allows you to start small and grow very large with no downtime.

Why choose HP X9000 for North Plains TeleScope Enterprise?

To meet your media management requirements and budget, HP and North Plains offer an extensive portfolio of proven server and storage solutions. HP storage solutions for TeleScope are your best choice for DAM because they are:

- Readily scalable to accommodate a wide variety of storage and enterprise needs
- Cost-effective and easy on your budget
- Easy to manage and control

- Highly reliable, built to provide the exceptional service you need for the long term

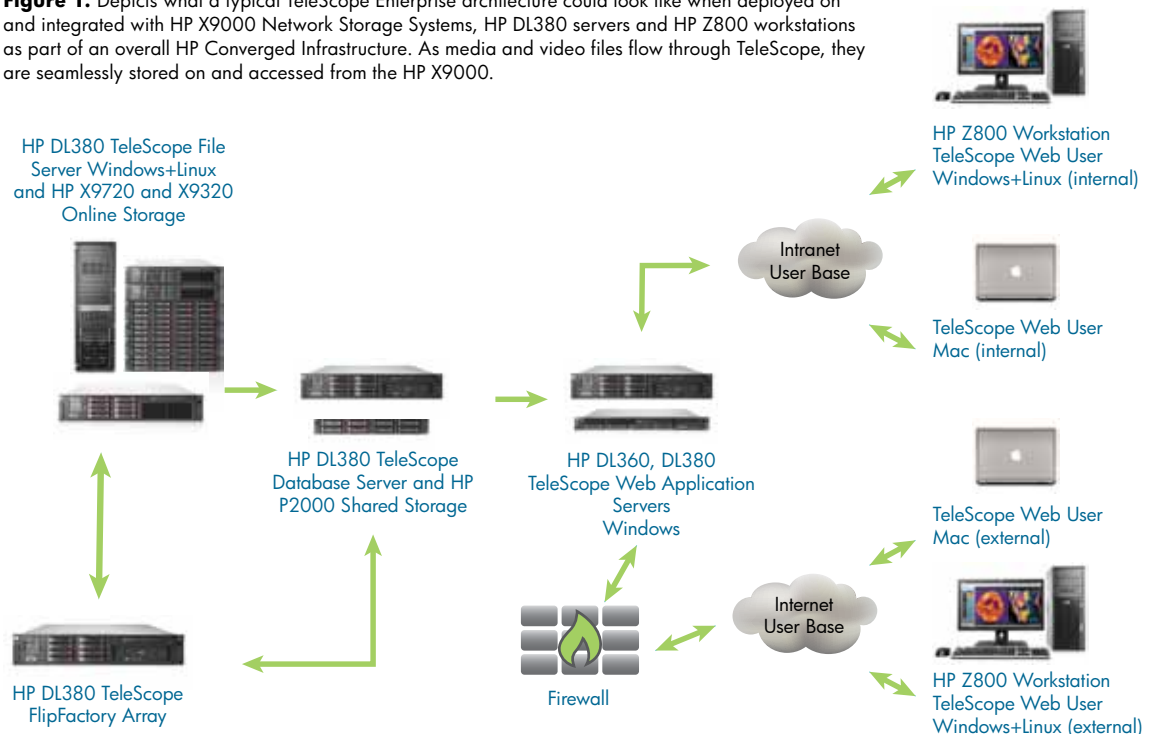
The HP and North Plains DAM solution is reliable and secure, offering greater data integrity and immediate availability to any user from any location. The HP and North Plains solution safely and cost-effectively captures, stores, accesses, displays and distributes any type of digital asset, including both structured and unstructured information.

With HP X9000 Network Storage Systems, you can overcome your explosive data growth challenges by providing just-in-time scalability in a consolidated storage environment. HP X9000 helps you:

- Reduce costs by consuming less energy for power and cooling, using less data center floor space and reducing licensing fees
- Archive processed files to free up space on the primary storage tier and make room for incoming rich media information
- Create a cost-optimized rich media and video repository that serves as a reference library for archived projects, helping your staff quickly search and retrieve the digital content they need, when they need it

Note: The following configuration is an example only. Your actual configuration will vary, depending on your requirements. Consult with your HP or North Plains representative for a formal recommendation that meets your unique needs.

Figure 1. Depicts what a typical TeleScope Enterprise architecture could look like when deployed on and integrated with HP X9000 Network Storage Systems, HP DL380 servers and HP Z800 workstations as part of an overall HP Converged Infrastructure. As media and video files flow through TeleScope, they are seamlessly stored on and accessed from the HP X9000.



Service options

HP and North Plains provide a comprehensive array of solutions across services, software, servers, storage and networking. We work collaboratively to ensure our joint customers have the support they need, when they need it. In addition, HP's service expertise can bring all your solutions together and deliver them any way you want.

You can use these services to help keep critical processes "always on":

- Integrated Support
- Server Services
- Mission-Critical Services
- Service Management Services
- Multi-vendor Support Services
- Storage Services
- Security, Compliance and Continuity Services
- Support Services

"Together, North Plains and HP are enabling corporate marketing organizations, as well as Media and Entertainment companies, to optimize the creation and use of rich media and video across the media value chain. Our collaboration with HP dynamically enhances the delivery of innovative video and rich media solutions that solve real problems across all market sectors."

– **Arun Chandra**, CEO North Plains LLC

HP and North Plains

HP and North Plains work together to provide joint customers with the ability to manage digital assets throughout their business workflow. The value is simple: North Plains TeleScope and HP Converged Infrastructure enable monetization of media by providing a flexible, open array of digital and media asset management services, running on a highly efficient platform. By providing enterprise-caliber management and storage of structured and unstructured data, our joint solutions unleash the power of your digital assets:

- North Plains TeleScope software
 - Speed time to market by automating and compressing digital workflows from creation through distribution
 - Improve storage resource utilization, management, archiving and performance
 - Tested and proven HP X9000 and HP P2000 storage, and HP DL360 and DL380 servers
- HP Converged Infrastructure
 - Balances the needs of rapid access and flawless media preservation with a combination of high-speed storage with high-capacity libraries
 - Accelerates performance to deliver content at the fastest possible speeds
 - Uninterrupted content availability and reliability for protection against bandwidth bottlenecks, data corruption and degradation

Ready to unleash the power of your digital assets?

Trust HP and North Plains to unleash the power of your digital assets—safely and worry-free. Work with us to design a right-fit solution for the challenges of explosive growth in unstructured data, while also adhering to government compliance policies. Choose North Plains TeleScope running on HP Converged Infrastructure to:

- Enable the secure access, production, management and distribution of all digital assets
- Create a central archive/repository that manages rich media content, metadata and business logic
- Deliver powerful and tailored digital media services including intuitive search, workflow management, production automation, file embargo and expiration, automated distribution, and more
- Speed time to market by automating and compressing digital workflows from creation to distribution

Resources

To learn more about digital asset management solutions from HP and North Plains, visit www.hp.com/go/CME, www.hp.com/go/storage and www.northplains.com.



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