

Optimizing Rich Media Management in the Cloud

Oracle DIVA with Oracle Cloud Infrastructure

Many organizations are turning to cloud infrastructure to lower storage costs and improve management efficiency. Yet most cloud storage offerings are not designed for rich media workloads. By integrating Oracle DIVA, the leading content storage management application, with Oracle Cloud Infrastructure, the industry's broadest and most cost-effective cloud, Oracle enables customers to flexibly implement cloud to optimize media workflows.

Save Money, Increase Efficiency, and Reduce Risk with Oracle DIVA and Oracle Cloud Infrastructure

While other vendors' offerings are limited to either on-premises solutions or cloud services, Oracle offers a full spectrum of rich media-centric, on-premises, public cloud, and hybrid solutions for content storage management, active archiving, disaster recovery, and business continuance.

Oracle DIVA running on Oracle Cloud Infrastructure is optimized for managing rich media assets in the cloud. With powerful integration between Oracle DIVArchive and Oracle Cloud Infrastructure, you now can benefit from the lowest priced cloud storage available in the market today. At the same time, you can leverage the proven features, benefits, and capabilities of Oracle DIVArchive, which is trusted by more than 500 of the top media organizations around the globe.

Managing assets on premises or in the cloud has never been easier. Simply and dynamically select the right mix of cloud, either object or archive storage, and on-premises storage for your content.

Flexible Deployment Options

Oracle DIVA combined with Oracle Cloud Infrastructure gives you flexibility, control and choice over how to best balance your on-premise and cloud demands.

- » **Active Archiving:** Oracle DIVArchive supports a wide mix of on-premise flash, disk, tape, and object storage in addition to object and archive cloud storage, so you can optimize storage costs and performance across archive and restore needs.
- » **Disaster Recovery:** Sending a copy of data to the cloud provides for offsite and offline storage in the case of a disaster. By running DIVArchive on Oracle Cloud Infrastructure and then storing that copy in the cloud, customers can seamlessly failover from their primary site to the cloud and immediately access content in the event of a primary site outage.
- » **Business Continuity and Global Access:** By leveraging Oracle DIVAnet, customers can create a unified distributed archive system from multiple globally dispersed sites whether those systems are run on-premise or in the cloud. With the advanced

ORACLE®
DIVA

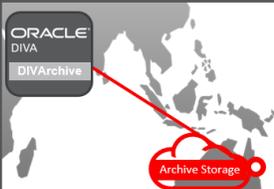
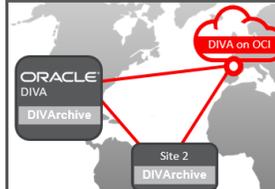
LEADING CONTENT STORAGE MANAGEMENT FOR RICH MEDIA

Trusted by more than 500 of the top media organizations around the globe, Oracle DIVA provides unique benefits for managing rich media assets:

- Seamlessly integrate applications and storage into rich media workflows
- Dynamically manage assets across lifecycle from production to archive
- Optimize retrieval performance leveraging partial file restore across on-premise and cloud storage
- Ensure data access and archive integrity through open formats and industry checksums
- Keep data secure through access controls, application filtering and end point encryption
- Unified management of globally distributed content across on-premise and cloud with DIVAnet
- Locate, view, and manage assets within DIVArchive leveraging Oracle DIVAdirector

capabilities within DIVAnet customers can load-balance between multiples site and actively failover between sites as needed.

ORACLE® Cloud Infrastructure

<p>Low-Cost Archival Cloud Storage</p>  <p>• Lower archive storage costs by securely sending large amounts of infrequently accessed data to Oracle Archive Storage Cloud</p>	<p>Disaster Recovery in the Cloud</p>  <p>• Oracle DIVA on Oracle Cloud Infrastructure enables seamless failover and access to data in the event of a primary site disaster</p>	<p>Business Continuity and Global Access</p>  <p>• Balance workloads or quickly failover across globally dispersed on-premise and cloud deployments</p>
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CLOUD FOR YOUR MOST DEMANDING WORKLOADS

Oracle Cloud is not only the lowest cost and most automated, but it's the industry's broadest and most integrated cloud, with deployment options ranging from the public cloud to your data center.

- Oracle Cloud Infrastructure Compute Offerings provide the flexibility to run your most demanding workloads, as well as less compute-intensive applications, in a secure and highly available cloud environment.
- Oracle Object Storage offers an unlimited amount of capacity, automatically replicating and healing data across multiple fault domains for high durability and data integrity.
- Oracle Archive Storage is an extremely cost efficient cloud storage tier, suitable for securely and durably storing large amounts of infrequently accessed data.

Balance Storage Performance and TCO

Oracle Cloud Infrastructure			
	On-Premise	Object Storage	Archive Storage
Model	CapEx	OpEx	OpEx
Storage	Private	Public	Public
Response Time	Millisecond	Seconds	Up to 4 Hours
Storage Costs	\$ to \$\$\$	\$\$	\$
Restore Costs	\$	\$\$	\$\$
Data Protection	<ul style="list-style-type: none"> • Dependent on storage administrator 	<ul style="list-style-type: none"> • 11 9s data durability • Multiple copies on different devices • Periodic data integrity checks • Self-healing 	

With Oracle DIVA and Oracle Cloud Infrastructure, media content owners can leverage the power and capabilities of DIVArchive while benefiting from the optimized price/performance of Oracle Cloud Infrastructure Compute and Object Storage and the low cost of Oracle Cloud Infrastructure Archive Storage, without compromising core security or accessibility to digital media assets.

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Integrated Cloud Applications & Platform Services

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