

# Archive Migration

Transform your archive and accelerate your path to monetization

## Application capabilities:

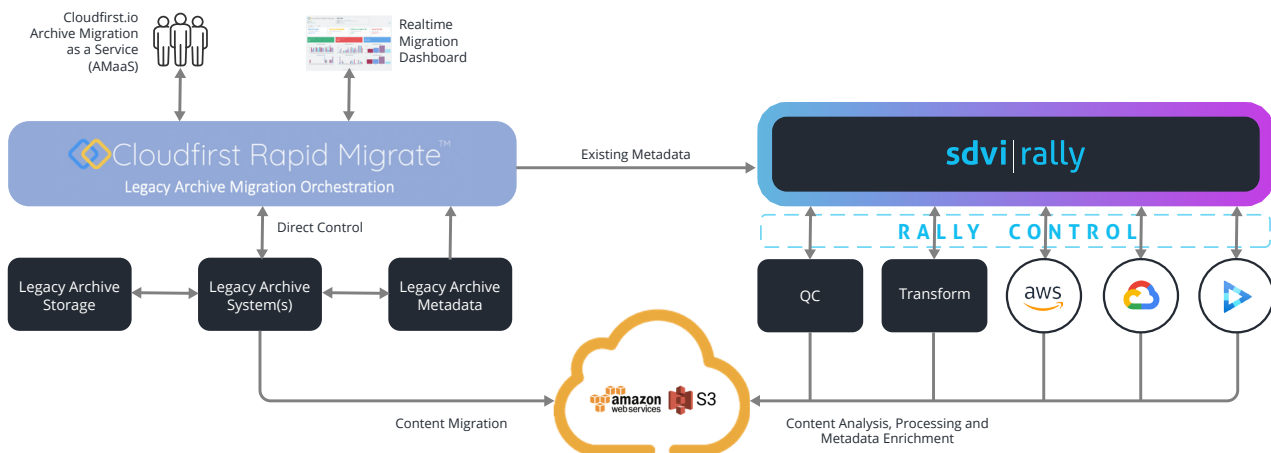
If you are like most media companies, you have an immense archive of historical content that is likely residing on multiple on-premise storage systems, across a mix of tape and disk. Finding content is difficult at best due to inconsistent metadata held in various MAM and legacy archive systems, and this is limiting your ability to pursue new monetization opportunities.

It's time to modernize your archive, move it to the cloud, and take advantage of cloud-based media supply chain technology to put that archive to work. SDVI is collaborating with Cloudfirst.io and various content metadata enrichment services to create a complete solution for archive migration and enrichment, enabling you to build media supply chains that migrate your archive to cloud storage, register the newly uploaded assets into the SDVI Rally media supply chain platform and run content analysis to identify relevant metadata. The result is a clean, cloud-based content archive with all asset metadata contained in Rally, ready for any monetization workflow.

## Benefits:

1. Put your archive to work by making it more accessible, efficient, and intelligent.
2. Break free from your legacy archive with a fully managed archive migration service.
3. Enrich content metadata to improve searchability, making it easier to find more content based on business needs.
4. Easily monetize your content by creating media supply chains to deliver to any platform.

## Archive migration and monetization solution





## Solution Description:

The Archive Migration and Monetization Solution includes components from Cloudfirst.io, SDVI, and a variety of analysis tools from major cloud providers to give you an efficient way to migrate your content to the cloud and then leverage AI-based content analysis engines to enrich content metadata, resulting in a cloud-based content archive with rich, searchable metadata. The solution starts with Cloudfirst.io and their Rapid Migrate managed archive transformation service. The Rapid Migrate migration solution interfaces with your legacy archives to extract and preserve existing metadata, while the fully managed service efficiently migrates content to any next-generation cloud archive platform. As assets are migrated, Cloudfirst.io notifies SDVI Rally and transfers all available asset metadata to the Rally platform. Once assets are in the cloud and registered with Rally, the platform will trigger QC checks to validate the technical aspects of each migrated asset and then a transform step to convert content into a common modern format. Following these basic housekeeping steps, Rally will initiate tools to augment and enrich the content metadata with leading AI & ML tools which will generate metadata that makes future discovery and monetization easier. Once new metadata has been registered in Rally, any number of supply chains can be built to prepare and package content for multi-platform distribution.

Combined, the solution makes it easy and efficient to move your archive to the cloud, create new descriptive metadata, and put your archived content to work with automated media supply chains that enable you to capitalize on monetization opportunities.

## About Rally:

SDVI Rally is a cloud-native media supply chain platform that automates and orchestrates the deployment of all applications and infrastructure to create a dynamic, responsive media supply chain. Delivering unmatched levels of agility, efficiency, elasticity and data-driven insights, Rally gives media companies a competitive advantage to pursue new opportunities faster and more intelligently.

## About Cloudfirst.io:

Cloudfirst.io was founded to help forward-thinking organizations define, plan, strategize, and execute on their long-term digital storage and archive objectives. The unique Archive-Migration-as-a-Service (AMaaS) managed service is currently helping clients liberate more than 2PB of the world's most valuable digital assets from aging and proprietary legacy archive systems each and every week!

For further information, visit [www.sdvi.com](http://www.sdvi.com), or email us at [info@sdvi.com](mailto:info@sdvi.com)