



ObjectMatrix

Sense

Making Sense of Your Media Assets

Sense is the new analytics dashboard from Object Matrix that helps you make sense of your media asset storage, media asset usage and to maximise the value of your media library.

Object Matrix Ltd

Pioneers of Object Storage & Hybrid Cloud for The Media Industry

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With the increasing range of options of where to keep your media, be it on prem, on the cloud or even on legacy offline storage comes the increasing opportunity to re-use media assets and to monetise the value held within them. The need to monitor “what is going on where” with your data is more essential today than ever -- your data can be processed on-prem, off-prem, by you, by your partners, by asset managers, by editors, by AI tools ... the list goes on and is growing but the challenge to keep control of resources and costs is now.

## A Clean Dashboard to Make Sense of it All

The basic 101 of monitoring is: “Do I have any faults”, “Is my infrastructure online?” or “Am I about to run out of storage space?” But there is now a much deeper need to analyse: “Are my assets on the right storage tier (cost analysis)?”, “what libraries are being best monetised, and importantly, which assets are not currently being used at all?”. Ultimately, questions such as “How much did this production cost to make?” can be aided by the correct tools.

The Sense framework provides plugins for Object Matrix solutions (from MatrixStore to the various client tools). These plugins can alternatively be used to feed monitoring information to other monitor tools if desired. The Sense framework (v1) will also feed statistics information to the Sense dashboard. v2+ will introduce analytics of that information along with monitoring / statistics / analysis from other media workflow locations and tools.

The Sense dashboard is incredibly configurable allowing users to select which information they are interested in. Presentation can be made clear and concise for quick key information, or, detailed and deep for the more analytically minded.

## Who uses Object Matrix?

Since 2006 Object Matrix has been protecting digital content for national broadcasters, post facilities, production, VFX and utility companies, banks, content delivery networks, VOD providers, content creators and global content distributors.

## Sense Framework Benefits

- ✓ Operational efficiency through clear storage oversight
- ✓ Cost savings by keeping data on the most cost effective tier
- ✓ Know when your system(s) need attention before everything turns red!
- ✓ Analyse your media asset usage so you can better monetise your libraries (v2+)
- ✓ Better plan where your resources are needed during new productions
- ✓ Better collaboration; share data across teams
- ✓ Unify operations within this dashboard or feed into your chosen dashboard

## Sense Framework Specification

- Monitor alerts via email, text messages, Slack and more
- Plugins to monitor cloud storage (s3 etc) and other on-prem storage
- Links into other monitor tools
- Runs on Ubuntu Linux (e.g. a MatrixStore Hub)
- Dashboard hosted on-prem or cloud (v2+)
- Deep media usage analysis (v2+)