

Rising To Adobe's Creative Cloud

How to Build for Dynamic Collaboration

A Whitepaper



Introduction: Stepping into the Cloud

Over the past couple of years, we have seen bold changes in the way post production professionals view content creation tools. Adobe, with their broad base of leading creative applications, has earned a greater reputation among video and audio professionals and, as such, has grown market share. Rapid advances in cloud based technologies have also played a part in Adobe's expansion, simplifying the delivery method for their vast number of creative solutions.

The most significant benefits of Adobe's Creative Cloud (CC) are just now being recognized as they begin to show how their cloud can enhance creative collaboration. Their recent release of CC introduced several new important functions, including **Sync**, **Libraries** and **Collaboration**. These tools provide significant benefits to creative teams that need to bring the most creative people together to produce the most innovative and creative productions.

The potential collaborative benefits of Adobe's advances are enormous for remote creative teams. However, in order to take full advantage of this advanced capability in the cloud, you would need to take into account the critical technology on the ground. This whitepaper will closely examine the collaboration advancements in Adobe CC while also addressing the demands on the localized network including, but not limited to, the network storage.

Adobe Collaboration Tools

Adobe has added some very exciting tools for collaboration. Now you can create a volume locally that will be synced with your creative cloud space and then invite other CC users to collaborate with you. All of this happens within Adobe CC. To understand this better, let's closely look at the concept of **Sync**, **Libraries** and **Collaboration**.

Sync

Sync provides a set of media in the cloud that is in sync with the localized media. This is commonly referred to as the "sync point" (as referenced often in this document). To meet the demands of this new tool, Adobe has extended CC customers 100 Gigabits of free storage in the creative cloud, which can be expanded to fit the changing needs of creative teams.

Libraries

Libraries allows Adobe CC users to save images, layers, sounds and different kinds of media to the cloud by dragging and dropping inside of the application. Without saving the file, you can drag an image directly from Photoshop (as an example) into the Photoshop libraries. Here and now, your peers can have immediate access to those files.



Collaboration

Collaboration is a tool that allows Adobe CC peers to get access to your media in the cloud. Media, photos, and audio are available to users that you invite to have access. They then can use Adobe CC and Adobe mobile apps to review, select, edit and export. For example, media captured and edited by a mobile will be available to the production immediately anywhere in the world.

While it should be obvious why these new Adobe CC features and functions will enhance remote

collaboration, you must understand that all this cloud access still has its roots on local storage. This brings us back to the significance of understanding the demands on your local infrastructure, which includes the network, workstations, local storage, servers and more.

Rather than place such responsibilities on the individuals computer, with the unknown demands on the rest of the infrastructure, suppose you could put Adobe's new collaboration abilities on your network *storage* so that you can leverage the Sync, Libraries and Collaboration benefits across the network without weighing on each clients local capabilities.

Understanding Network Storage for Adobe CC collaborative workflow

As we have learned, Adobe has added some very interesting tools for collaboration, which can only be completely realized with proper attention on the localized infrastructure. To truly appreciate the importance of networked infrastructure, however, you must first understand the implications of relying on the basic local storage.

Local Storage Implications

Without network storage and associated infrastructure, these Adobe tools will reside on individual workstations, usually connected to the Internet. As such, each workstation will have the burden of saving every piece of content that is being synced, to the cloud. It will not take long before this local storage capacity is used up.

Yet the rapid use of the local storage (the internal or external USB or eSATA hard drives) is not the biggest issue when it comes to Adobe CC workflow. This will work as designed until this particular computer is turned off - for the evening, weekend, or any other maintenance related requirement. Thus the real concern lies here: In order to have continuous multi-user access to the media files, each client computer must be on.

Finally, there must be consideration given to increased traffic placed on the internal network as a result of everyone accessing different cloud sync points across the network. This issue will be very hard to address if all the systems have Adobe CC and are syncing at will.

Centralize and Manage

The solution to this is to centralize your storage with a networked storage system that can handle this Adobe Creative Cloud collaborative workflow. With a networked storage platform, all the local sync points can be managed by the storage allowing everyone to be a collaborator with the same sync point.

As we've been discussing, localized network storage plays a critical role, but the key to the success of this infrastructure boils down to the following **requirements**:

Bandwidth - Is there enough bandwidth in the storage to support all of the traffic from the clients and out to the cloud?

Connectivity - Is there a clean 10 Gigabit Ethernet or greater connection between the storage and the Internet

Standards based Protocols - Does your shared storage support Ethernet networking and multi-protocols?

Expandability - Can your networked storage quickly and seamlessly expand volumes, expand chassis, and add user shares?

Infrastructure Designed to Enhance Adobe CC and Anywhere

Archion Technologies, an Adobe Solution and Technology partner, has been developing high performance networked storage for media professionals for over a decade. With the exciting Creative Cloud and Anywhere developments from Adobe, Archion has collaborated with Adobe to

enhance these workflows with networked infrastructure solutions.

EditStor Delivers for Adobe CC

Archion's Editstor, a leading shared media storage platform, is uniquely designed to support media workflows and has built in advanced tools to handle both local editing traffic and the local sync point for Adobe Sync, Libraries and Collaborate.



Editstor provides the storage for sharing on the local level and the sync point for the Adobe CC. Archion's Editstor with its standards based protocol's, multiple Ethernet ports, high bandwidth and scalability is the ultimate system to house both the Adobe Sync points for all the Adobe CC client systems and the shared storage for the editing work. Here's a closer look at these key EditStor advantages:

Performance. EditStor delivers 1500 MB/sec and connects to both the clients and the Adobe server via 10Gig connections. The Editstor has the capability of full 10gigE line level performance and this high performance not only supports capture and editing, but also the Sync, Libraries and collaboration traffic requirements to the cloud.

Interoperability. Creative Cloud tools must integrate seamlessly with the abundance of media management tools available in the industry. EditStor's built in multiprotocol ability of the volumes allows for maximum compatibility across the content creation workstations and servers regardless of the OS or hardware.

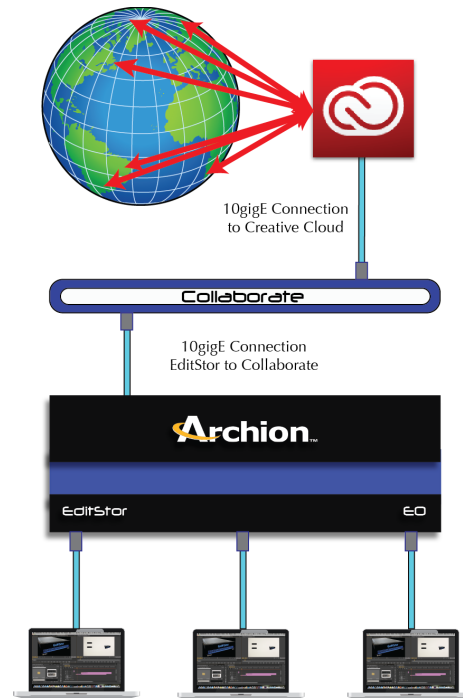
Scalability. This new collaboration enablement and the growth of high-resolution workflows and can rapidly drive the need to expand on many fronts. The need for increasing capacity, workspaces, number of clients, and more needs to be simple, cost effective, and without interruption. Editstor can scale without

mandatory downtime with hot pluggable chassis and easy management tools for adding storage.

Manageability. Determining who has access and what type of access to the network storage and to the volumes will grow in importance as time passes. In addition, there needs to be simple and cost effective options for moving the media to back up, archive and replication. EditStor delivers an abundance of tools to simply manage these requirements.

Introducing Collaborate, your gateway to the Creative Cloud

To simplify and manage the Adobe CC sync points and provide continuous access across the world for Adobe CC, Archion has created a collaboration appliance. This advanced solution has been designed for h Adobe CC providing high speed access to the world of Adobe Collaboration tools.



This 1RU appliance connects directly over a 10GigE connection to the Editstor and serves out to the Adobe CC sync. Being the central sync point all the other Adobe CC clients are collaborators to this one sync point. A second 10gigE port connects

to the Ethernet and Adobe CC Sync. There are 1GigE ports for smaller installations.

Conclusion: Reach Beyond the Cloud

It is clear that centralized storage has numerous benefits to any creative team regardless of the tools. With Adobe collaborative advancements to Creative Cloud, networked storage takes on far more significance for dispersed creative teams that need to deliver the most innovative work.

While networked storage has been around for a long time, never before has there been so much to gain by combining Adobe creative solutions with localized (and centralized) storage infrastructure.

However, it should be recognized that not all shared storage has been designed to work with media workflows. Shared storage solutions, like Archion's EditStor, was not only designed for creative collaboration, but has been advanced to meet the needs of Adobe's Creative Cloud.

With Sync, Libraries and Collaboration, the full potential of Adobe Creative Cloud can be seen with the Archion Editstor at the heart of a centralized networked storage infrastructure. The addition of the Archion Collaboration server for Adobe CC which provides a single local sync point for Creative Cloud allowing all the Adobe CC content creators to share, collaborate, and create.

About Archion

Archion Technologies, based in Burbank, CA, has been delivering storage solutions to audio and video professionals for over 15 years. Key to the success of thousands of films, television shows, documentaries, commercials and more, Archion personnel have unmatched media workflow knowledge and are fully trained on the applications.

Archion is also well known for its focus on customer service and 24/7 availability. It is for these reasons that Archion can customers like CBS, Fox Sports, NBC Universal, Turner Broadcast, 20th Century Fox, to name just a few, have trusted Archion.

To learn more about how to significantly enhance your Adobe Creative Cloud™ please call us at (818) 840-0777 or visit us at www.archion.com.