

Press Release



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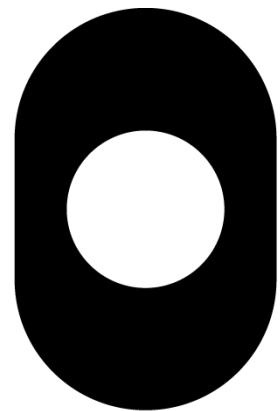
DataFrameworks and Object Matrix team up to enable file-to-object archive workflows

ClarityNow and MatrixStore enable both file and object storage at petabyte scale

SUNNYVALE, CA - DECEMBER 7, 2017: DataFrameworks and Object Matrix have launched a new, cost effective file and object storage solution. The solution enables management of petabytes worth of digital content throughout its lifetime, whilst ensuring operational and cost efficiency.

The partnership combines DataFrameworks' ClarityNow file management software with Object Matrix's MatrixStore, object storage software that provides protection and governance for the lifetime of any digital content. This combination gives users an easy overview of their archive and provides the ability to easily manage petabytes of otherwise unstructured digital content data across both Object Matrix MXFS (MatrixStore File System) file and S3 object interfaces.

Jonathan Morgan, CEO of Object Matrix, said: "Organizations today are drowning in unstructured data. The resulting complications are especially pronounced in industries with a high dependence on technical based workflows, such as media and entertainment. This solution is aimed at addressing these challenges and the impact of escalating storage costs, workflow inefficiencies and increased operational expenses."



ObjectMatrix

The solution from ClarityNow and MatrixStore enables users to determine what, when, and where to archive. It therefore reduces both the operating and capital costs connected with managing large amounts of high-resolution workflow and rich content across complex storage environments. In addition to allowing customers to appropriately tier data across the infrastructure, the combined solution allows businesses to provide higher levels of service to internal users while automating many of the routine tasks associated with data management.

"Our combined solution provides a 'single pane of glass' view of data, regardless of the file or object storage location," said Will Hall, DataFrameworks CEO. "Together we deliver advanced file management efficiencies by optimizing petabyte scale data management across the storage infrastructure."

About DataFrameworks

DataFrameworks, led by storage software industry veterans and investors, is based in California with offices in Agoura Hills and Silicon Valley. DataFrameworks' ClarityNow is used by organizations across a variety of verticals to visualize and manage data at petabyte scale.

To learn more, visit <http://dataframeworks.com>.

About Object Matrix

Object Matrix provides digital content governance and object storage platforms. The company was built on the philosophy that archive systems should be scalable and interoperable, as well as ensuring instant access to data and metadata. Its flagship product, MatrixStore, is an integrated object storage software solution providing protection and governance for the lifetime of any digital content. It is used by global organizations that create, curate, and distribute video content, including NBC Universal, TV Globo, the BBC and BT. Object Matrix also provides consultancy, training, systems integration, and ongoing support services.

To learn more, visit <http://object-matrix.com/>.