Backblaze

BACKLIGHT CREATIVE | **iconik**

Optimize Media Management with Backblaze & iconik

Capture, store, manage, collaborate and safeguard your precious content.

Solution Overview

The cloud is changing the workflow of the past and here is why. Flexibility for collaboration, Predictable costs, and increased Security and Management. This is becoming all the more important as videos are no longer just the premise of large broadcasters. Video has become the most popular format for delivering all types of content. The iconik & Backblaze integration provides a frictionless user experience to manage, share or archive projects. Backblight iconik is a powerful cloud based MAM that allows you to completely manage your B2 Cloud storage data through a web browser.
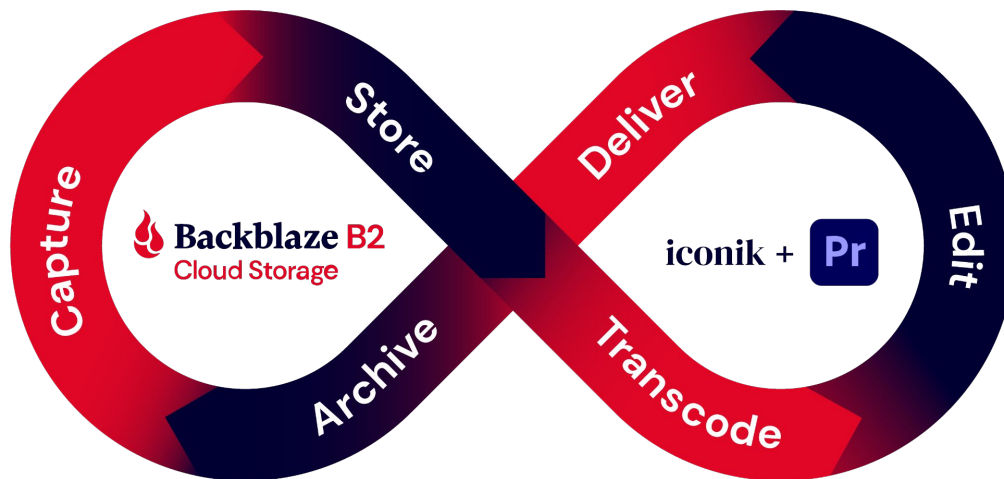
Top Benefits

- **Cloud-based Collaboration:** With Backlight iconik, organize, manage and collaborate on media using centralized Backblaze B2 storage

- **Creative workflow Plug-n-Play:** Point your application to Backblaze B2 Cloud Storage.

- **Predictable cost:** A fraction of the Cost of AWS S3.

- **Active Archive:** Files are instantly accessible—no nearline, offline, or tape delays

> " Backblaze gives us peace of mind knowing that we have reliable, scalable file storage during the post-production rush at a big event."
>
> — Post-Production Supervisor, Esports Event Production Company

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End to End Digital Workflow Built in the Cloud

As you kick off your project, index your existing content or upload your new media assets to Backblaze for easy access and low cost storage. Sync your Backblaze bucket to Backlight iconik to manage, transcode, collaborate and produce your finalized product. Plus, as your team edits, iconik syncs the changes to Backblaze for simplified find and retrieve as needed. Backblaze provides always–hot, S3–compatible storage for your raw media files, production and archived final assets.

An Optimized Media Workflow

About Backlight iconik

Iconik is a cloud–native solution that gathers and organizes media securely from any storage. You also get hassle–free media collaboration and powerful automation features. Iconik is easy to use from any device.

Learn More

For additional information, questions, or to find a reseller:

Backblaze Email: alliances@backblaze.com

Backlight iconik Email:
Web: Backblaze.com
Blog: backblaze.com/blog

About Backblaze

Backblaze (Nasdaq: BLZE) is a leading specialized cloud provider that makes it astonishingly easy for businesses and consumers to store, use, and protect their data. The company serves more than 500,000 customers in more than 175 countries. It is headquartered in San Mateo, CA, and has data centers in the US and Europe.