Optimized Media Workflows:
The Backblaze + CHESA Partnership

Backblaze | **CHESA**

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Overview

The media and entertainment (M&E) industry is built on creativity, innovation, and the need to tell compelling stories. Whether producing films, television shows, or live broadcasts, the driving force behind every successful project is the ability to seamlessly manage, protect, and collaborate on media assets.

This is where the powerful partnership between Backblaze and CHESA comes in, offering a comprehensive solution that integrates scalable cloud storage with optimized media workflows. Together, Backblaze and CHESA provide a transformative solution that empowers creatives, simplifies operations, and safeguards assets.

Backblaze

The Challenge in Media and Entertainment

The media and entertainment sector faces a range of unique challenges when it comes to managing and storing content. From rapidly growing media libraries to the demands of remote collaboration, M&E professionals need solutions that not only scale, but also keep their content secure and easily accessible. The need for flexibility in workflows and the ability to collaborate in real-time, regardless of location, has never been more pressing.

As the industry transitions to cloud-first and remote strategies, having a partner that understands the complexities of media workflows while providing cost-effective, secure storage is critical. Backblaze's scalable cloud storage combined with CHESA's media workflow optimization expertise offers a comprehensive solution to meet these evolving needs.

The Power Trio: Backblaze, iconik & LucidLink

Media teams need a seamless, scalable, and efficient way to store, manage, and collaborate on content. Traditional storage solutions often create bottlenecks, slowing down production and hindering remote collaboration. The combined power of Backblaze, iconik, and LucidLink offers a revolutionary cloud-based workflow designed to enhance efficiency, security, and accessibility for media professionals worldwide.

Backblaze

A robust, cost-effective cloud storage solution that ensures secure, scalable, and affordable data retention without the complexity of traditional storage options.

iconik

A powerful media asset management (MAM) platform that leverages AI for streamlined media organization, search, and collaboration.

LucidLink

A high-performance, real-time cloud file system that enables immediate access to large media files without the need for local downloads.

How they work together

By integrating Backblaze, iconik, and LucidLink, organizations can:

Store media securely in the cloud with Backblaze's affordable and reliable storage.

Organize, tag, and search assets efficiently using iconik's AI-powered MAM.

Access and edit large media files in real time via LucidLink's high-speed streaming technology.

Partnership Capabilities

Remote collaboration without limits

With LucidLink's cloud-native file system, teams can work on large media projects from anywhere without downloading entire files, significantly reducing delays and storage costs.

Intelligent media management

iconik's AI-driven metadata tagging and search capabilities enhance media discoverability, streamlining workflows and reducing time spent organizing assets.

Scalable & cost-effective storage

Backblaze B2's transparent pricing model eliminates unpredictable costs, providing a scalable storage solution that grows with your media library.

Use Cases & Industries

Video production teams

Film editors and production crews can instantly access and collaborate on high-resolution media files without the need for complex file transfers.

Marketing & creative agencies

Teams working on campaigns can efficiently manage, retrieve, and distribute assets while ensuring brand consistency across projects.

Enterprise media management

Large organizations can centralize their digital assets, ensuring secure, organized, and efficient media handling across departments.
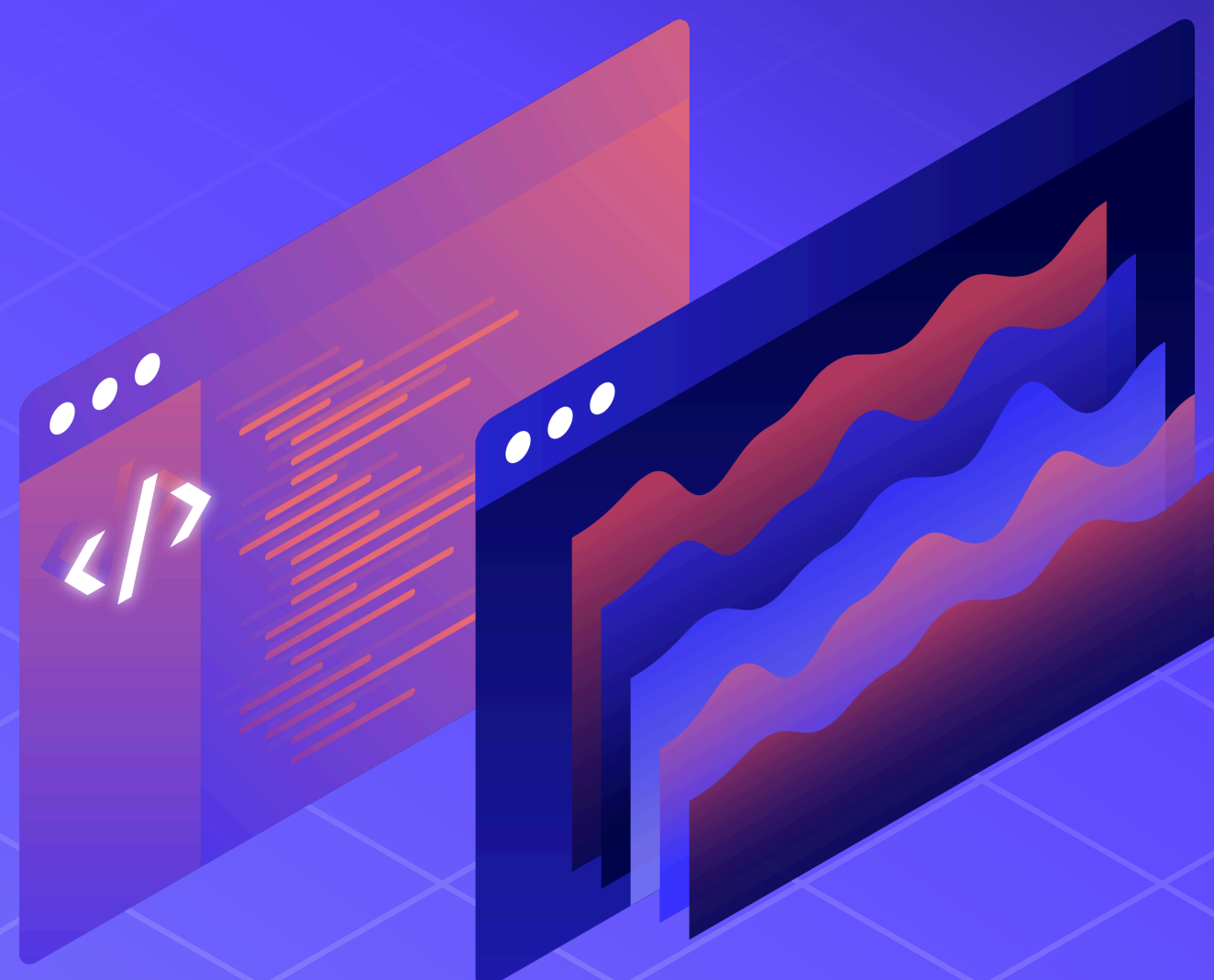
Get Started Transforming Your Media Workflows

The integration of Backblaze, iconik, and LucidLink provides an unmatched solution for media teams looking to streamline their workflows. By leveraging cloud storage, intelligent asset management, and real-time access, organizations can future-proof their media operations and stay ahead of the competition.

Backblaze and CHESA together offer a seamless, scalable solution designed specifically for the M&E industry. Backblaze's cloud storage platform provides a highly secure, reliable, and cost-effective environment for storing vast amounts of media assets, while CHESA's expertise in designing and optimizing workflows ensures that creative teams can manage these assets efficiently.

Backblaze's cloud storage ensures 99.999999% durability, making it one of the most reliable options available. Whether you're managing raw footage, final edits, or archived content, Backblaze ensures that your assets are always available when you need them. Additionally, its transparent pricing model ensures there are no hidden costs. The platform also assists with costs associated with data migration for qualifying commitments, making it easy to transition from other storage solutions.

CHESA, a leader in media systems design, brings unparalleled expertise in optimizing workflows. They tailor each solution to the specific needs of the creative teams, ensuring that content ingest, media management, and archiving are streamlined for maximum efficiency. CHESA also plays a crucial role in designing workflows that allow for seamless collaboration, enabling teams to work together from anywhere in the world.

Together, Backblaze and CHESA provide a unified ecosystem that empowers teams to focus on their creativity, not on managing infrastructure.

Key benefits for M&E professionals

Empowering creativity

The combination of Backblaze's scalable cloud storage and CHESA's workflow expertise allows creatives to focus on their craft without worrying about technical hurdles. The seamless integration of storage and workflow tools ensures that teams can work efficiently, regardless of the complexity of their projects.

Seamless collaboration

Backblaze, CHESA, LucidLink, and iconik together create a unified platform that simplifies collaboration across remote teams. With LucidLink, users can access cloud-stored files in real-time as though they were on a local drive, eliminating the need for complex file transfers and enabling faster, more efficient collaboration. iconik's cloud-native platform streamlines asset management, enabling users to search, share, and organize assets with ease.

Scalable solutions

The Backblaze and CHESA solution grows with the needs of your creative projects. Whether you're managing a small-scale production or a large media library, the solution adapts to your needs, providing the flexibility to scale storage and workflows as required.

Secure and reliable storage

With Backblaze's cloud storage, media assets are protected with industry-leading security, ensuring that your content is safe from data loss, corruption, or unauthorized access. The solution also supports cost-effective long-term archiving, allowing teams to maintain and monetize their media libraries with ease.

Cost-effective operations

The combined solution offers significant cost savings compared to traditional storage and workflow models. CHESA-designed workflows have been shown to reduce production time by up to 25%, while the overall cost of ownership is up to 30% lower than with traditional on-premises systems. These savings help M&E professionals maximize their budget and allocate resources more effectively.

Proven results and business outcomes

The Backblaze and CHESA partnership has delivered measurable results for M&E professionals. Customers who have adopted this solution have seen significant improvements in operational efficiency and cost savings. For example, CHESA's media workflow optimizations have been shown to reduce production time by up to 25%, allowing creative teams to focus on delivering high-quality content faster. Additionally, the combination of Backblaze's cloud storage and CHESA's workflows delivers a 30% lower total cost of ownership compared to traditional storage systems.

Backblaze's cloud storage offers 99.999999% durability, ensuring that media assets are stored securely and are always accessible when needed. This reliability is crucial for media professionals who cannot afford downtime or data loss.

Why it matters: The impact on M&E professionals

The media and entertainment industry is at a pivotal moment, with increasing demands for remote collaboration, faster production timelines, and cost-effective solutions. The Backblaze and CHESA partnership is perfectly positioned to address these challenges, providing M&E professionals with the tools they need to succeed.

By combining reliable cloud storage with customized workflows, this partnership enables creatives to work smarter, collaborate better, and safeguard their most valuable assets. Whether it's for content ingest, asset management, or live broadcasting, the Backblaze + CHESA solution is designed to scale with the needs of the M&E industry, ensuring that teams can continue to innovate without being hindered by infrastructure challenges.

A future-proof solution for media and entertainment

As the media and entertainment industry continues to evolve, the need for reliable, scalable, and cost-effective solutions becomes more pressing. The Backblaze and CHESA partnership provides just that—a unified platform that addresses the storage, workflow, and collaboration needs of M&E professionals. With seamless integration, real-time access to media assets, and proven cost savings, this solution enables creatives to focus on what they do best: telling compelling stories.

By leveraging the strengths of both Backblaze and CHESA, media professionals can future-proof their operations, ensuring that their creative vision is supported by a robust, flexible, and efficient infrastructure. The result?
A more creative, collaborative, and cost-effective M&E industry.

Implementation Guide

Set up Backblaze B2 Cloud Storage.

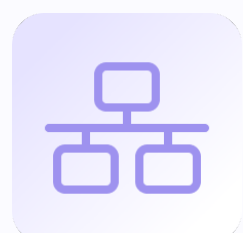Create a Backblaze B2 account and configure storage buckets.

Integrate iconik for media management.

Connect iconik to Backblaze B2 and configure metadata tagging.

Enable LucidLink for real-time access.

Install LucidLink client and mount cloud storage as a local drive.

Optimize your workflow.

Implement best practices for file structuring, user permissions, and version control.

About Us

About Backblaze

Backblaze is the cloud storage innovator delivering a modern alternative to traditional cloud providers. We offer high-performance, secure cloud object storage that customers use to develop applications, manage media, secure backups, build AI workflows, protect from ransomware, and more. Backblaze helps businesses break free from the walled gardens that traditional providers lock customers into, enabling them to use their data in open cloud workflows with the providers they prefer at a fraction of the cost.

Headquartered in San Mateo, CA, Backblaze (NASDAQ: BLZE) was founded in 2007 and serves over 500,000 customers in 175 countries around the world. For more information, please go to www.backblaze.com.

About CHESA

CHESA offers an engaged and embedded approach to analyzing, engineering, implementing, and maintaining highly advanced media technology systems, specializing in M&E workflow solutions. From production and creation to distribution and preservation, CHESA's decades of expertise empower clients to achieve their business objectives. The company partners with leading studios, broadcasters, creative agencies, and global brands to deliver customized solutions that meet the evolving needs of media-driven organizations. For more information, please go to www.chesa.com.