



Access to all your data, ALL of the time

What is Active Archiving?

The Active Archive Alliance is a collaborative industry alliance dedicated to promoting active archives for simplified, access to all of your data, all of the time. As a vendor neutral organization, the Alliance is open to leading providers of active archive technologies including file systems, active archive applications, cloud storage, high density tape and disk storage. Active Archive Alliance members provide active archive solutions, best practices, and industry testimonials so that organizations can achieve fast, active access to all their data in the most cost-effective manner.

Active Archive Alliance Quarterly Newsletter

Second Quarter 2016

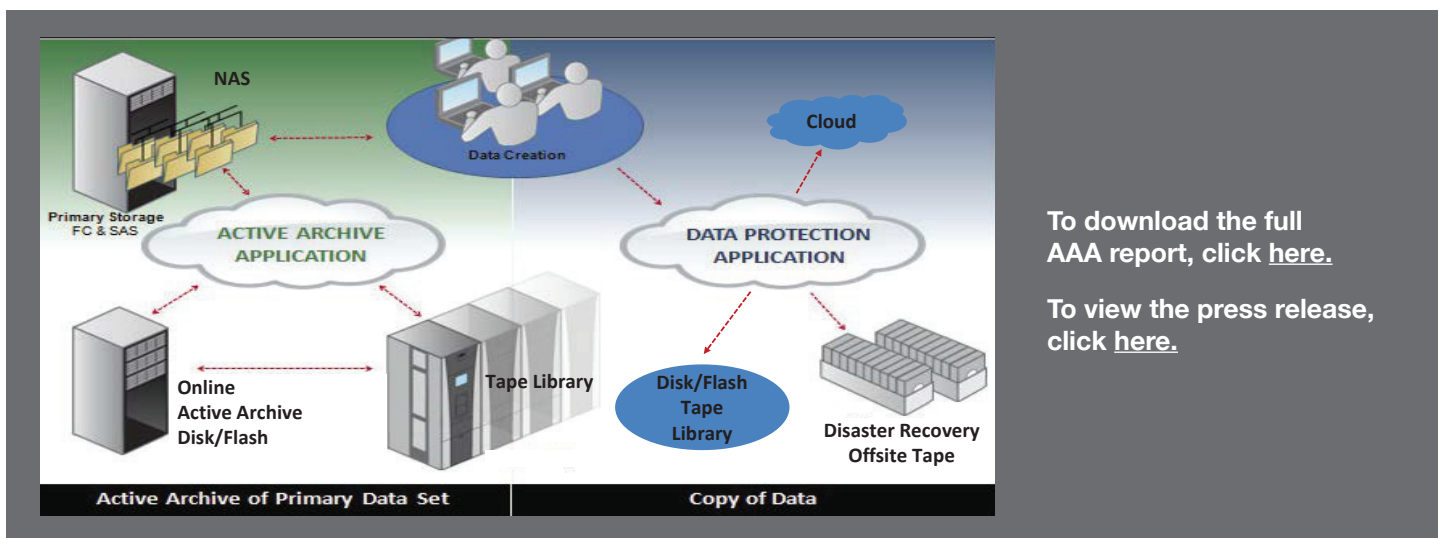
- ▶ *New Report: Active Archive and the State of the Industry*
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New Report: Active Archive and the State of the Industry

A new report from the Active Archive Alliance provides an overview of today's digital archiving market, as well as the benefits and implementations of active archives and a comparison of backup versus archive. Here's an excerpt from the report:

"The bottom line is that the business-value case for active archives will become increasingly compelling and likely include cost containment, risk reduction to ensure regulatory compliance, improved productivity by getting inactive data out of the path of the backup window, deliver more efficient searches and retrieval, and yield improved storage administrator efficiency."

Redefining the Active Archive Experience



To download the full AAA report, [click here](#).

To view the press release, [click here](#).

Case Study: Accelerating Media Workflows for CrossFit



CrossFit, Inc., produces a myriad of high value media assets, from its Workout of the Day (WOD) videos to the comprehensive production of its annual CrossFit Games broadcast on ESPN each year. CrossFit was experiencing explosive growth in its physical fitness and media production and distribution business and was confronted with the very real hurdles of outdated and cumbersome data storage scenarios that cause ever-growing post-production delays.

To solve many of the production delay issues that it faced in the media creation and distribution process, CrossFit selected a workflow combining HGST Active Archive System and Amazon Web Services. As a result, CrossFit experienced increased efficiency of project workflows via centralized assets, faster and easier access to content, and the ability to scale and increase capacity demands now and in the future.

[To view the full case study, click here.](#)

Highlights from NAB 2016 Show

We're seeing continued innovation in the use of active archives for long-term data preservation especially in the media and entertainment industry. All of the Active Archive Alliance members recently attended NAB 2016 to showcase their solutions for active archive.

Here's a recap of their NAB Show news:

[DDN Leads Object Storage Market with 150 Percent Growth in Objects in Production](#)

[DDN to Unveil World's Highest Performance Media Workflow Storage Platform at NAB 2016](#)

[HGST Delivers Flexible Scaling Object Storage System for Anytime, Anywhere Access to Data](#)

[Fujifilm Announces New Data Migration Services](#)

[Fujifilm Showcases Dternity and New StrongBox Virtual Machine at NAB](#)

[Spectra Logic Unveils World's Largest Capacity Tape Library](#)

[Avid and Quantum Create Flexible New Archive Storage Options Optimized for Avid Environments](#)



Active Archive in the News

[Create Your Crawl, Walk, Run Approach to Active Archiving](#)

"The expense, time, and commitment required to deploy new software and systems can be silent killers of an archive project. And most storage vendors don't make it easy to deploy a new solution with your existing resources. Now, with a VM-enabled active archive, you can try it before you buy it to experience the simplicity first hand. Read the full story on Storage Switzerland."

[Long-Term Archiving Strategies for Consumer Goods Manufacturing](#)

"Active archives can also offer manufacturers limitless storage capabilities, reduced storage expenditures, and increased availability of archived data to users across the organization."

New Active Archive Webinar Series

The Active Archive Alliance is hosting a webinar series featuring Best Practices and Case Studies of active archives in action. The series includes:

Object Storage May be the Cloud You are Looking For

Tuesday, May 24 at 8am Pacific/11am Eastern

Hosted by: Quantum/HGST

Best Practices in Leveraging Active Archives to Solve Data Protection and Cloud Requirements

Tuesday, June 7 at 8am Pacific/11am Eastern

Hosted by: Spectra Logic/DDN Storage

MLB Network Hits Home Run with Active Archive

Tuesday, June 21 at 8am Pacific/11am Eastern

Hosted by: Fujifilm/StrongBox Data Solutions

Register now to learn more about how an active archive can give you access to all your data all the time:

[Register Here.](#)

Active Archive Alliance Members**Members****Join the Active Archive Alliance**

As data creation, storage and access requirements continue to grow and evolve, organizations are struggling to meet internal business requirements and externally imposed regulations. No single vendor has the complete product set or resources to solve today's data access demands. The Active Archive Alliance was formed as the data storage industry is in need of a multi-vendor effort to:

1. Ensure inter-compatibility
2. Define best practices
3. Educate end users and resellers

Does your company have a technology that compliments an active archive? If so, consider becoming a member of the Alliance and partnering with other vendors to provide end-users with best-of-breed active archive solutions.

Get more information or apply for membership, [here](#).