# NASUNI®

Solution Brief

# Nasuni for Retail and Consumer Goods

## Highlights

**Improve collaboration** across distributed creative teams with high speed, multi-site file sharing

**Retain and reuse creative assets** with unlimited storage capacity for group shares and project directories

**Ensure business continuity** with access to files even if a file server or site goes down

**Secure proprietary designs** with file encryption and policy-driven access control

**Leverage a cloud-first architecture** to increase agility and resilience

**Archive creative content at low-cost** but have the files quickly accessible if needed

**Reduce CAPEX** and operate with more predictable costs

## The Challenge: Creative Workflows are Limited by Traditional File Infrastructure

Today's retailers and consumer goods companies know improving the customer experience is key to competitiveness. Success demands intense creative collaboration. Marketing, brand management, and product teams need to work with the latest designs to create fresh looks. Product and packaging teams must work with manufacturing to model and test high impact designs.  Whether it's creating a fresh new shelf layout with Adobe InDesign, developing innovative packaging with Illustrator, touching up a model's face with Photoshop, or budgeting for the latest promotion with Excel, more unstructured data is being generated than ever before. Technologies like AR, VR, and 4K and 8K video will only make the challenge more difficult.

Traditional file storage architectures cannot support this new digital reality. Legacy file systems are not designed to handle huge quantities of unstructured data and multiple locations. Older, disk array-based architectures don't support the need for secure, long-distance collaboration on large files. And, on-site backup solutions are being taxed by the explosion in unstructured data.

## The Solution: Nasuni for Scalable Creative Content Storage and Collaboration

Retail and consumer brand companies that need to share large files across multiple locations are beginning to realize the cloud is the answer to improved

design efficiency and lower costs. And Nasuni with its cloud object store partners offer the ideal solution.

Case in point: when the largest beauty retailer in the US realized its planograms for in-store shelf displays were becoming too big to save and share with designers in different locations, it turned to Nasuni. Now, with the limitless capacity of object storage and the ability to share Adobe InDesign files from any location using Nasuni's global file system, the retailer's creative teams can spend more time inventing new looks and layouts. At the same time, IT is benefiting from simpler file server management. For this large retailer, a modern file infrastructure means stores look fresh every time a customer walks in.

Case in point: when the creative design teams at the one of the largest makers of sports apparel found its design and video files were becoming too big to collaborate on, they turned to Nasuni and Azure Blob storage. Now, with the limitless capacity of Azure and the ability to collaborate on the same files from any location, time-to-market for new promotions and social media postings is being accelerated. This newfound ability is so that the company's Marketing department helped IT fund the solution.

In both scenarios, creative teams were freed up from worrying about file sharing and storage bottlenecks, so they could do what they do best: create, promote and package their products.

## A Best of Both Worlds Approach

Nasuni® is the new enterprise file services platform designed for the modern cloud era. Its hybrid cloud architecture is ideally suited for the digital design and production workflows required in retail and consumer goods.

The Nasuni UniFS® global file system lives in cloud object storage (Azure, IBM Cloud, AWS, Dell EMC ECS) but extends out to the edge using virtual or physical caching appliances that store only frequently used data.  Any number of edge appliances can be deployed in any number of locations for limitless file sharing.

This unique "cloud-first" architecture offers the best of both worlds: the virtually infinite scalability of the cloud and the flexibility, performance, and compatibility of on-premises file servers.  Nasuni and its object storage partners offer:

- Unified file storage, archival storage, data protection, and file server management across all design centers and remote sites.

- Unlimited capacity and secure file storage for unstructured data of all types and file sizes.

- Global access to a single unified file system from any location, leveraging the cloud for cost-effective, efficient large file transfer.

- Scalable file infrastructure for desktop publishing, Adobe Creative Cloud files, high-resolution images, and 4K and 8K video.

- Global File Lock™ to minimize the threat of data loss due to version conflicts across different design centers.

- Continuous File Versioning™ to provide an infinite history of all files and file versions for easy self-service or IT-assisted recovery.

- Up to 60% cost savings compared to the cost of NAS, backup, DR, replication, WAN optimization, and other legacy tools traditionally needed for enterprise file services.

## Capabilities Suited for Retail and Consumer Goods

Delivered as a subscription service, Nasuni presents local volumes like a standard NAS device, giving existing creative and business applications access to unlimited file storage without changing the user experience. Capabilities include:

**Unlimited primary and archive file storage** – Nasuni Edge Appliances, which can be physical or virtual, are deployed on-premises to provide fast, secure access to files. These appliances send all files immediately to the cloud (no tiering), where the authoritative copies are stored by the Nasuni UniFS file system in your preferred object store. Since the gold master copies of all files live on inexpensive, virtually unlimited cloud storage, the Edge Appliances only need enough local storage to cache the active data.

**Global file access** – Files are cached locally in each on-site Edge Appliance, giving users fast access to all files. Since all changes and updates are constantly sent to the single master copy in the cloud, users in all locations are always working with the most current files.
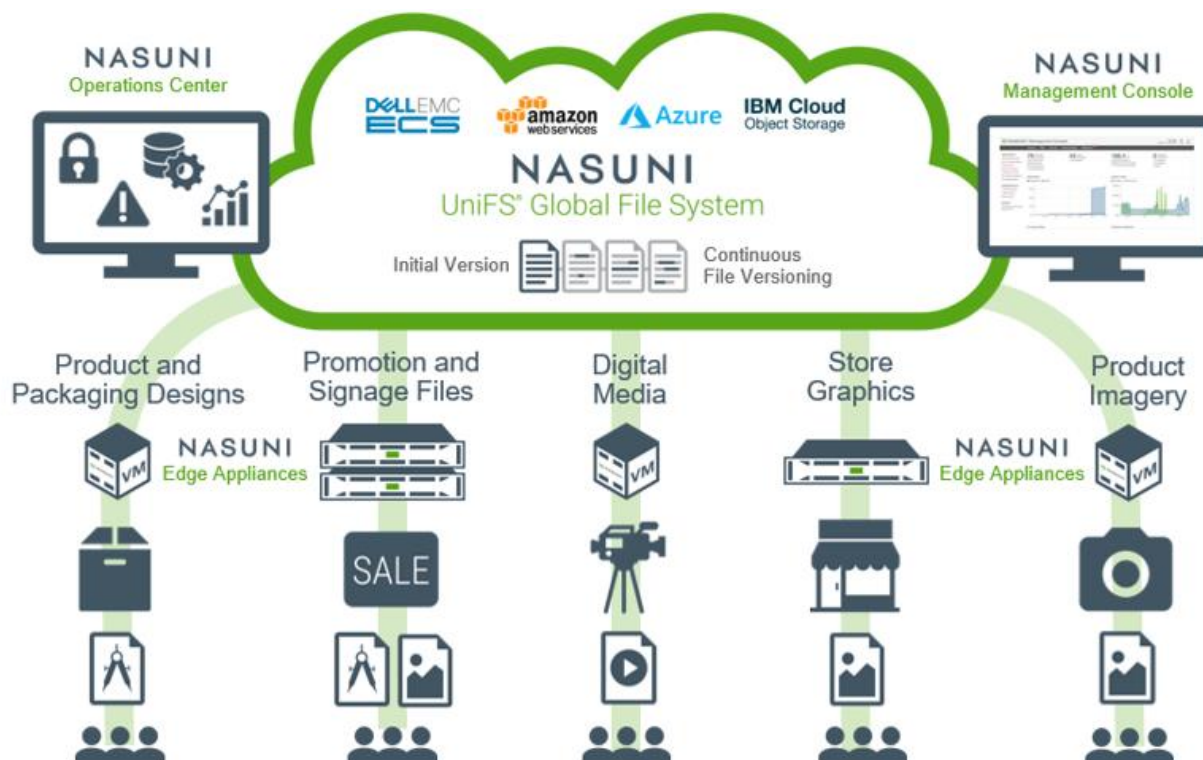
**Global File Locking** – Scalable cloud-based global file locking protects media and other files from loss or corruption by preventing data from being simultaneously written in multiple locations. File locks are extended across the global enterprise and function as if users were accessing files from the same file server.

**Unequaled data protection** – Nasuni Continuous Versioning™ eliminates the need for traditional backup, while providing superior recovery points and recovery times. Every change to every file is continuously sent to cloud object storage, where it is versioned and stored by UniFS. This enables any version of any file to be recovered in minutes. In the case of a disaster, equipment failure, or local office outage, files can still be accessed by all users in the cloud. Even restoring local file access by repopulating Edge Appliances takes only minutes.

**Strong Security** – Nasuni Edge Appliances join the organization's Active Directory for full integration with existing user authentication and access

control policies. Data sent is encrypted using strong AES-256 encryption before being sent to the cloud using a key generated and controlled by the customer. Data is never visible to the cloud provider or Nasuni.

**Mobile Access** – Nasuni Mobile provides mobile data access on iOS and Android devices as well as file synchronization on laptops. This enables files to remain securely under IT control instead of putting them at risk on consumer-grade file shares or "box" services.



*Nasuni leverages cloud object storage to provide virtually unlimited file storage, file sharing, and data protection capabilities for distributed enterprises. The Nasuni UniFS global file system lives in object storage, where the authoritative "gold copies" of all files are stored, and extends to the edge using on-premises caching appliances that provide fast, secure access to active, "in use" creative content.*

## About Nasuni

Nasuni ("NAS Unified") is the leading provider of cloud-scale enterprise file services. Powered by Nasuni UniFS®, the first global file system that resides in private and public cloud object storage, the Nasuni hybrid cloud platform transforms the way enterprises store, protect, share, and manage unstructured file data. By using Nasuni and their preferred cloud provider for Network Attached Storage (NAS) replacement, multi-site file collaboration, archiving, and data analytics, Nasuni customers are meeting global growth, workforce productivity, and "cloud-first" objectives, while also realizing massive IT cost savings. Nasuni is a privately held company based in Boston, Mass. For more information, visit www.nasuni.com.