

# Unlimited scalability. Reduced risks. Lower costs.

Seamless hybrid cloud storage  
optimized for Media and Advertising

## Master data management

80%

Reduction in overall  
storage footprint

OmnicomGroup

100+

Locations sharing  
data without a VPN

OmnicomGroup

*"Nasuni has definitely  
simplified our lives.  
It has really paid off."*

— Kristy Caldwell  
Director, IT Operations

**CRAIN**

## Unstructured file data is exploding

Delivery of media assets via a growing number of channels and digital delivery models requires a more agile, flexible, and future-ready file storage solution. It's time to unify data into a single source of truth, creating new levels of control, flexibility and protection.

The Nasuni File Data Platform simplifies IT infrastructure so organizations can centrally manage and provide access to media assets, creatives, and planning, streamlining collaboration and driving productivity.

## Optimized IT efficiency

Nasuni's hybrid cloud storage delivers insight-ready data and file management at scale to and from the devices creatives use every day. It supports access to files through standard SMB (CIFS), NFS, S3, FTP/SFTP, and HTTPS file-sharing protocols for Microsoft Windows, Linux, and macOS with advanced support for extended macOS file attributes and metadata.

- **Unlimited users**, files, volumes, etc.
- **4x faster** post-merger integrations
- **5x acceleration** of multi-location workflows
- **20% reduction** in overwrites and version conflicts

## Real-time resilience

Protect projects and productivity. When disaster strikes, Nasuni's unlimited, immutable Recovery Point Objectives and industry-leading recovery instantly restore operations everywhere.



15-minute  
ransomware  
mitigation



1M files per  
minute recovery  
capabilities



96% quicker  
recovery times  
after operational  
shutdowns

## Maximum cost savings

Data storage shouldn't be a burden. Gain pay-as-you-grow storage capacity in the cloud that decouples storage growth from local hardware – and a collaborative work space that puts time back in employees' day.

- **30% storage savings** compared to SaaS alternatives
- **20% reduction on costs** related to over-estimating pre-paid storage
- **Built-in analytics** and business intelligence capabilities
- **Advanced data curation** and analysis for AI applications

# Data storage designed for smoother workflows, stronger resilience, and AI agility

Break free from outdated infrastructure. Nasuni is the only cloud-native platform for data and storage services designed to work seamlessly for global teams that depend on fast collaboration.



## Unified global file system

### Secure and streamline IT infrastructure

- Optimized for the cloud
- Single source of truth for all data
- No limits for files, folders, snapshots, and more
- Built-in backups with unlimited versioning
- Integrated disaster recovery
- File restoration in minutes



## Industry-leading ransomware protection

### Detect and contain threats 24/7

- Monitors for known threats and zero-day attacks
- Automatic mitigation contains threats at the edge
- Guided restore eliminates detective work
- Corrupted files restored in minutes
- Automated reporting



## Flexible cloud operating model

### Adapt to business and workforce changes at scale

- Compatible with any combination of on-premises, edge, and cloud solutions
- Public and private cloud support
- Enables organizations to avoid vendor lock-in
- Connects with third-party systems that serve data



## Intelligent edge cache

### Balance global accessibility and local performance

- On-premises or in-the-cloud cache
- Fast read/write to active files
- Dynamic synchronization to all locations
- "Set and forget" data management



## Actionable analytics

### Accelerate ROI and lower costs

- Intuitive data intelligence gathering
- Seamless interfacing between AI applications, data, and users
- Insights on resource usage, user behavior, and more

## Get the Nasuni advantage

Join the media and advertising firms that have switched to the Nasuni Data Platform.

**CENTAUR**  
MEDIA

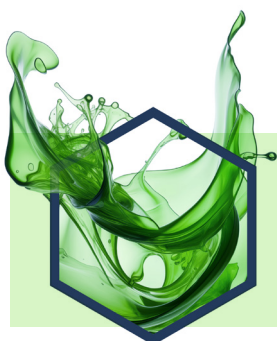
**Dotdash**  
**meredith**

**IMG**

OmnicomGroup

**SGS & CO**

**TBWA**



## Stop letting subpar storage hurt revenue

See how Nasuni delivers unmatched business resilience, IT efficiency, and cost savings. **Schedule a demo today.**

[Book a Demo](#)

**NASUNI**

Nasuni is a unified file data platform for enterprises facing an explosion of unstructured data, combining storage and data services into a single hybrid cloud solution.

Nasuni's approach enables business resiliency and better data management, while providing solutions that drive IT efficiency – cutting infrastructure costs by up to 65%. The Nasuni File Data Platform replaces friction associated with legacy infrastructure with optimized infrastructure flow, supporting modern enterprise expectations for data analytics and business insights, and helping businesses transform data from obstacle to opportunity.

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