



ObjectMatrix

# EMPOWERING CREATIVITY

IN ADVERTISING & CREATIVE AGENCIES



## TOP 10 CHALLENGES

### Challenge

### Challenge Details

### Object Matrix...

1

**When tomorrow never comes**

Agency executives and creative professionals need content at their fingertips. Waiting till tomorrow for archive or backup content kills the creative juices. Clients can also, sometimes, be a little demanding and will want to review or approve content at the drop of a hat.

Tomorrow will not do.

Ensures all your content is available when you need it. Instantly. All nearline, backup and archived content is available at your fingertips. Let your fingers do the searching, find your content and get creative.

Object Matrix provides its own applications or has integrated with 3rd party MAM and orchestration platforms to help you collaborate with your clients at any time.

2

**No individual is an island**

Advertising and creative agency groups are often formed of smaller siloed business entities or islands each with their own technology stacks and workflows making collaboration and the implementation of disaster recovery strategies very challenging.

Can help to consolidate legacy storage platforms by implementing an integrated and automated content protection platform at each location or in a number of central locations. Collaboration is a breeze using the Vision content browsing and sharing application.

3

**Learning from the past**

Accessing historical content to inspire new campaigns is super important, but the roadblocks caused by legacy LTO archiving methods can take time and put the brakes on creative freedom.

Enables you to think differently by putting your creative past very much into your creative present. Previous campaigns can easily be found with our powerful metadata search capabilities.

4

**We are flawed because we want too much**

That is what the overworked IT bod or the LTO industry wants you to believe. You may want it all, and now, and that is your prerogative! Client driven deadlines mean content needs to be available on demand. Something silos of storage or LTO libraries struggle to cope with.

You are not flawed. Object Matrix will make sure you have what you want (limited to content sadly) when you need it using our highly available and scalable MatrixStore object storage technology. The powerful Vision application also enables you to share and collaborate with internal or external teams.

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### Change the conversation

Media Managers and IT staff get deluged by requests for content from old and current campaigns meaning they have little time to innovate or work on meaningful tasks. In the past, technology choices were made in isolation by a single technical authority that did not include all relevant stakeholders often leading to frustration.

Object Matrix addressed the concerns of all stakeholders in creative agencies from the CTO and CFO to the creative professionals.

Implementing MatrixStore object storage allows you to change the conversation with your valued staff. Ask them what they could be doing for the business if they were not wrangling data all day and night long.

6

### It only goes in one direction

File sizes, file formats, and the volume of both is only ever going in one direction. Up! Agencies want to receive and distribute content in every shape, size and quality. Managing those digital assets can be a costly and error prone exercise.

MatrixStore object storage, deployed as a private or hybrid cloud, is designed to handle the protection and availability of billions of assets whilst making them all easy to find in an instant.

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### Talent Costs

Not many agencies can afford to hire IT experts who have black belts in networking, storage, PCs, Macs, security and their application in creative workflows. Bespoke or homemade technology stacks built by these talented individuals also puts risk right at the heart of your creative process.

Object Matrix provides a private, or hybrid, cloud storage solution that is integrated into your workflows, that requires little or no management and ensures your amazing staff can be working on tasks that add value to the business.

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### Where and how safe is my data?

Clients want to know details about their new product are safe in your hands but managing the deluge of content that comes in and out of the building is tough for agencies. Freelancers and clients come and go and sometimes content ends up where it shouldn't with little or no audit trail to show how or why.

MatrixStore object storage was designed to protect content in creative workflows to the highest possible levels. With built-in security, DR, business continuity and audit trails you can show your clients just how safe their data is and how you can keep working even in the event of a local outage.

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### Change is neither good nor bad

Introducing new technology and changing workflows is good if it brings operational or financial benefits. It is bad if it is disruptive to the end users, does not integrate with the incumbent technology or hinders the creative process in any way.

Object Matrix exists to empower creativity within the organisations we work with. Our technology can bring operation efficiencies through automation and tight integration with the technologies you use today.

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### People will show you who they are

Many storage vendors are generalists supplying to every market they can. They will tell you a good story about how much they care about you and your business but when the chips are down or when you need someone to understand your creative workflow challenges whilst supporting you on your journey they will soon show you who they really are.

Object Matrix only works in media. Our first customers were creative and advertising agencies. We try harder to understand your challenges and build solutions to solve them. Together. Also, our world class support teams alongside our super talented channel partners will be there when you need us.

*\* Some of the challenge headings come from Mr Draper <https://screenrant.com/mad-men-best-don-draper-quotes/>*

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Available from...



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