COMMVAULT

Microsoft

Transforming Media and Entertainment with Intelligent Data Services

Commvault Industry Brief: Media and Entertainment

Prioritizing data as a strategic asset

Media and entertainment organizations are transforming the way they deliver content with digital experiences, live streamed events, and platform-specific offerings. Reliable data that can be quickly located, accessed, and shared without risk of damage or loss is key to these initiatives' long-term success.

Digital transformation relies on data agility

As the media and entertainment industry leverages new technologies to enable imaginative content and experiences, the digital journey can get bumpy. Too often data becomes siloed, fragmented, and even left unprotected across an increasingly complex environment. Commvault can help solve tough data challenges across the media and entertainment industry and provide the agility needed to:

- Accelerate and optimize content delivery
- Improve data availability to enhance customer experiences
- Protect data from ransomware and other cyber threats
- Enhance compliance and audit readiness
- Reduce overall data costs with comprehensive data
- Improve business continuity with cost-effective disaster recovery options

Accelerating data-driven innovation in media and entertainment

Gain the agility needed within the modern data environment to realize digital transformation goals.

Media and Entertainment

- Accelerate content production
- Modernize collaboration
- Optimize content delivery
- Enhance audience and programming insights
- Monetize content and experiences

Simplify data protection and management

Commvault Intelligent Data Services helps media and entertainment organizations enhance their data protection, management, and recovery. AI-driven features and automation reduce compute, storage, and ongoing administrative costs to help IT groups better protect and govern sensitive customer information access across the organization. As the data estate grows, Commvault solutions seamlessly scale to support interoperability and ensure data is secure, compliant, and always recoverable.

The agility Commvault enables is essential as media and entertainment organizations take advantage of the cloud-scale predictive analytics, advanced AI, and workflow automation Microsoft Cloud for Media and Entertainment offers to develop audience insights and create tailored digital experiences.

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A Commvault Venture

Learn how cloud-delivered data management can accelerate transformation with Metallic® DPaaS

Commvault Intelligent Data Services

A unified, future-proof platform spanning the full life-cycle of data management, Commvault delivers data management solutions that seamlessly integrate and protect data, from legacy to modern workloads, regardless of where data resides.

Data protection	**Data security**	**Data compliance and governance**	**Data transformation**	**Data insights**
Protect data at scale, unifying data management across hybrid/multi-cloud environments.	Boost your data resilience with advanced, multi-layered protection, and rapid recovery from security threats including ransomware and data breaches.	Help ensure compliance with data access regulations and requests. Manage and remediate data risks, as part of a broader data governance strategy.	Seamlessly move and repurpose data across environments for cloud migration, application modernization, and increased data access and connectivity for business users.	Use AI and ML-driven data insights to drive efficiency and cost savings across IT operations.

"We were moving an enterprise infrastructure into he cloud, so we needed enterprise tools – from our experience of Commvault, we knew it was the perfect fit."

- Russell Bradford, Infrastructure Manager, HarperCollins

Better together: Commvault + Microsoft

Commvault and Microsoft co-engineer Intelligent Data Management solutions to meet customers' biggest data challenges and accelerate cloud adoption. Our 20+ year partnership offers specialized understanding of how to best architect solutions for Azure and integrate workloads to meet industry-specific requirements. Metallic® DPaaS, our SaaS-delivered portfolio of solutions built on Azure, is our latest innovation to help enterprises move faster and achieve more.

Why Commvault

11th consecutive year: 2022 Gartner Magic Quadrant™ Leader for Enterprise Backup and Recovery Solutions

Highest product scores: Gartner 2022 Critical Capabilities for Data Center Backup and Recovery

Learn more at:
microsoft.com/commvault | metallic.io | azure.microsoft.com

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