



Secure, Scalable & Sovereign Media Storage

Benefits of the Solution

- Up to 80% lower cost than hyperscalers with no hidden fees
- Next-gen resilience via geo-redundancy + immutability
- 100% EU-sovereign with data localisation
- Quick S3 integration with Archiware P5 and media tools
- 15-minute setup with no need to reconfigure media workflows
- Scales to PBs in minutes
- AI/ML-ready for in-place metadata enrichment on archived media
- White-label option and multi-tenant support for MSPs and large teams

Cubbit DS3 + Archiware P5: Next-Gen Backup and Archiving for the Media Industry

Media organisations today face growing complexity in managing content lifecycles — from acquisition to archiving and reuse. Distributed systems, large video files, evolving compliance demands, and rising storage costs have exposed the limitations of legacy approaches.

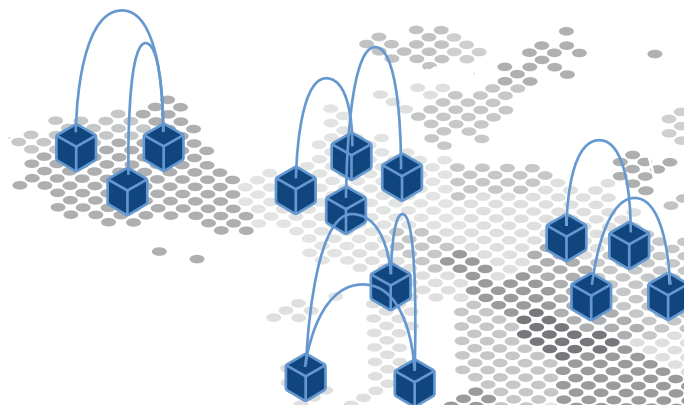
To solve this, Cubbit DS3 and Archiware P5 offer a joint solution that delivers secure, scalable, and cost-efficient storage tailored for media workflows. With S3-native compatibility, readiness to use, and full EU data sovereignty, the integration enables resilient backup and archive at a fraction of the cost of hyperscalers — and without the lock-in.

The Challenge

In the media industry, data is growing, scattered and increasingly expensive to manage. Workflows are often built on siloed storage systems, with content distributed across cameras, locations, and formats. Once finalised, media needs to be preserved, enriched, and made accessible — all while remaining secure and compliant.

Key challenges include:

- **Siloed acquisition systems:** Media is captured across locations, then stored locally, making consolidation and post-production cumbersome.
- **Fragmented collaboration:** Editorial, production, and distribution teams require shared, real-time access to content and metadata.
- **Static media with dynamic needs:** Once finalised, media needs enrichment — adding notes, tags, or event markers — to manage its lifecycle.
- **Escalating costs and complexity:** Traditional storage and hyperscaler clouds can create unpredictable cost, migration, and compliance issues.



ABOUT CUBBIT

Cubbit is Europe's 1st geo-distributed S3 cloud storage. Today, Cubbit technology is adopted by 400+ European companies and partners, including Leonardo (world leader in defence and cybersecurity with \$14B in revenues). Cubbit is also supported by international tech partners such as HPE and Equinix.

ABOUT ARCHIWARE

Archiware provides proven, professional data management solutions trusted across the media industry. With S3-compatible backup and archive, Archiware P5 enables organisations to automate, search, and protect media throughout its lifecycle.

The Joint Solution

Cubbit DS3 provides a sovereign, geo-distributed, S3-compatible cloud storage platform. Archiware P5 enables automated, policy-driven backup and archive — fully integrated with S3.

Together, they deliver:

- Up to 80% savings vs. hyperscalers: single-tier, no hidden fees
- Next-gen resilience via native geo-redundancy + immutability
- 100% EU-sovereign, GDPR-compliant with data localisation
- Quick setup and integration with media tools (MAM), FTP/NFS protocols, and S3 clients
- Seamless scalability to PBs

This solution enables media organisations to consolidate and protect valuable assets, scale performance on demand, and unlock the value of archived content — without complexities or vendor lock-in.

Also available with multi-tenant architecture and white-label option — ideal for service providers and resellers who need branded, scalable S3 cloud offerings.

Use Cases

- **Media Archiving:** Preserve final video assets for long- and short-term access. Enriched metadata allows fast retrieval, reuse, and compliance.
- **Backup and Disaster Recovery:** Protect content from ransomware or loss with immutable backups and disaster recovery support — scalable across locations.
- **AI/ML Metadata Enrichment:** AI/ML tools can connect directly to S3 buckets to enhance video metadata — without needing to move files to other environments.

Built for the Media Lifecycle

Cubbit DS3 and Archiware P5 are designed to support the full post-production lifecycle of media content — from short-term backup to long-term archiving and metadata enrichment.

Acquisition and editing typically happen on local storage. Once content is finalised, the joint solution takes over: providing a secure, scalable, and always-accessible archive for storage, reuse, and compliance. Archiware's P5 Archive offers MAM-like features: thumbnails, proxy clips, customizable metadata fields and combined search.



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