



Gorilla Share Box and Cisco UCS: Mastering Cross-Department Multimedia Management



Highlights Section

Solution Benefits

- All-in-one content management. Unify content silos, sharing all your organization's content on one platform, regardless of media format.
- Categorize and organize content on a project-by-project basis.
- Increase the ability to re-use content.
- Effectively search for and within video content, to retrieve only what you need.
- Promote collaboration across departments in one shared resource.
- Allow access to anyone authorized – and restrict those who are not.

Solution Components

- **Software:** Gorilla Share Box application
- **Hardware:** Cisco UCS C240 M3 2U rack mount
- **CPU:** Intel® Xeon® E5-2620 2.0GHz, (15M cache, 7.2GT/s QPI, 6C) x 2
- **Memory:** 16GB(4x4) DDR3-1600-MHz RDIMM
- **Hard drive:** 1TB SATA 7200 RPM SFF HDD x2 (Raid 1), 1TB SATA 7200 RPM SFF HDD x10 (Raid 5) for DATA
- **RAID:** LSI MegaRAID SAS9266-8i with SuperCap Power Module
- **Network:** Integrated quad-port Gigabit Ethernet
- **Power:** Dual Power Supplies
- **OS:** Windows Server 2008 R2 Standard Version SP2 (64bit)

Overview

There is a developing consensus that the power of video, images, and audio to sell, inform, train, and motivate is making it increasingly important for all types of industry to master multimedia.

Gorilla Share Box on Cisco UCS is a professional multimedia content management system designed to facilitate the pooling and sharing of content resources.

This fully integrated platform allows users to manage videos, audio, photos, and documents – enabling all project-related content to be accessed from a central location. As such, it uniquely meets the challenges that more and more organizations face when working with multimedia.

Challenge

Using video, audio, and other media in combination can benefit almost any business, in almost any sector. From marketing to training to sales, multimedia has possibilities way beyond its traditional industries of advertising, broadcasting, and TV production.

As generating video, images, presentations and more becomes increasingly straightforward – and as organizations realize the potential of using multimedia – the question is how best to store, organize, share, and utilize all your assets. The key challenges are:

- Avoiding file duplication
- Locating relevant video files and the specific clippings needed within them

- Easily browsing file content
- Facilitating efficient cross-team coordination
- Controlling access to and monitoring of copyrighted and other material

Whether your multimedia project is developed fully in-house or involves input from external agencies, a key by-product will be the generation of large amounts of content files. Files which can be difficult to catalogue, preview, and share without needless, wasteful duplication.

Modern working patterns of virtual teams and of employees collaborating with external suppliers, both in the office and remote locations, add to the problem of file duplication across multiple forms of storage. Files can reside almost anywhere, be local or networked, kept as attachments within multiple emails, and even duplicated across portable storage devices and external-linking platforms such as ftp or external cloud storage services.

As well as duplication, knowing that specific content exists, what it consists of, and where it is located can also be a challenge. Media can be generated and never fully utilized, simply because team members are not even aware of its existence, as it is not stored in a centralized location.

In addition, if content is not indexed or catalogued, it can be difficult to identify it as a useful asset. With video media, the problem is exacerbated by inadequate previewing of files. Simply speaking, your team members may have to watch hours of footage in many clips before they can identify the sequences they wish to use.

Finally, a project utilizing multimedia files which are shared across a team can present big security risks. Content is often confidential, copyrighted, and needs to be protected. The problem of confidentiality and protection of intellectual property is more complex when different team members need to have access to some project files, but not others, and when external suppliers are involved, too.

Gorilla Share Box on Cisco UCS addresses all these problems by offering a unified solution for content management that ensures minimal total cost of ownership. It leverages the key strengths of the Cisco UCS platform to provide your business with:

- A single, accessible location for media storage
- Indexing and automated video cataloging
- Easy previewing capabilities
- Simple and powerful access rights administration

Business Benefits

Gorilla Share Box on Cisco UCS combines to offer a single, all-in-one solution to the challenges of media content. This high performance, integrated platform allows your organization to make the most of the content it has, to:

- Promote products and services
- Train and educate staff
- Share knowledge and expertise across the organization

Using Gorilla Share Box on Cisco UCS can produce potentially enormous savings for any organization that needs to manage media. For example:

- It allows rapid, intuitive, and fluid handling of media, by several concurrent users, saving time and money.
- Centralized media storage reduces duplication and prevents burdens on your network, and the clogging-up of in-boxes with unnecessary duplicate files.
- Organization of video content through automated cataloging and indexing, plus the ability to preview files before opening, saves personnel vast amounts of time locating exactly what content they need.
- Adaptable authorization achieves your objectives for protecting intellectual property and monitoring employee access, without additional time and money being spent by your organization.

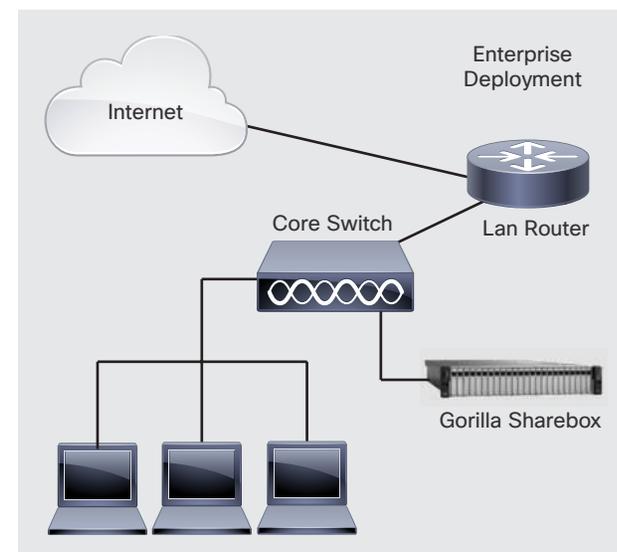
In addition to these benefits, the Gorilla Share Box on Cisco UCS is straightforward to use and requires minimum training for optimal utilization. It is accessible online and supports a range of web browsers including IE, Firefox, and Chrome for cross-platform collaboration. It is also highly scalable, so that the platform's capabilities can grow to match your organization's increasing multimedia needs.

Combined Solution

The combination of Cisco UCS C240 blade server and Gorilla Share Box is a natural choice, given the server's ability to supply the high bandwidth needed for large numbers of bulky media files. The unified Cisco server also integrates large amounts of storage, an essential requirement in the multimedia environment.

Together, these mutually approved and certified technologies provide a simple-to-use, out-of-the-box solution that can be up and running in hours. The

diagram illustrates how Gorilla Share Box on Cisco UCS can be deployed in your business.



Summary

Gorilla Share Box on Cisco UCS offers your enterprise an integrated solution for managing content and provides a convenient, simple-to-use platform for multimedia-based collaboration.

By utilizing the strengths of the UCS platform, you can simplify the processing, storage, and networking infrastructure requirements, whilst solving key challenges for the administration and protection of enterprise content. In short, it allows your organization to master multimedia.

For More Information

To find out more about how Gorilla and Cisco can help your organization master multimedia, please visit: www.gorilla-technology.com and <https://marketplace.cisco.com/catalog> Keyword: "Gorilla"