

Inveniem Leverages Azure Native Qumulo Scalable File Service to Preserve Clients' Intellectual Property and Bring Their Stories to Life

[Inveniem](#), founded in 2014, is an archiving and content curation company that works with well-known recording artists, athletes, brands, and actors to find, organize, preserve, protect, and monetize their artifacts and history. Their philosophy is "Your Past Is Your Future™", and it sets the tone for how they approach working with clients. Using archival and their proprietary technology platform, these treasures that once sat in warehouses, boxes, or a manager's office are safeguarded to help connect clients more deeply with fans. Inveniem's imprint and reach has grown during the last decade through word of mouth as they advise clients on what to do with their physical and digital content.

Storage cost and performance problematic as client demand shifts

Inveniem has amassed hundreds of terabytes of data engaging with its clients—the data is stored long-term or short-term, both on-prem and in the cloud, as files are organized and then returned to the client in some cases. While their client data fluctuates, with some projects scaling between 40 to 200 terabytes, the need for dependable, scalable, cloud-based storage does not.

Inveniem considered Azure Files first but struggled to predict costs. Many costs contributed to their storage charges: on top of costs for the storage itself, there are costs for five different transaction categories. When Inveniem assessed their active, more data-intensive projects, a lack of cost predictability was tricky.

Performance was another issue. "As we scaled, we ran into bottlenecks when multiple clients' data was transferred at the same time," explained Guy Paddock, Chief Technology Officer at Inveniem. The system throttled, and even when they dispersed storage between different Azure Files tiers, they experienced delays and bottlenecks. It took several days to file a support case and gain clarity on a performance issue, sometimes putting Inveniem's work on hold or creating client dissatisfaction.

They needed a storage solution that could easily and dependably deploy, manage, and scale with their fast-growing, unstructured, cloud-based file data. By adopting [Azure Native Qumulo Scalable File Service](#), Inveniem gained cloud file data management and storage services at scale, in one solution. Using this new service, they:

- Gained simple, predictable storage costs for their business
- Reduced their IT and customer support overhead
- Delivered unmatched bandwidth for hundreds of terabytes of data for their newest large file transfer solution, Media Shuttle. Media Shuttle sends large files directly to a private Azure Native Qumulo service that scales with utilization spikes.
- Gained deeper visibility of their 200+ terabytes of data with real-time analytics
- Saved the technology team hours of time per week not having to diagnose throttling issues.

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[Inveniem](#), an archiving and content curation company working with recording artists, athletes, brands, and actors to find, organize, preserve, and monetize their artifacts and history adopted Azure Native Qumulo Scalable File Service. Making this choice, they have cloud file data management and storage that scales and gain valuable results, especially for IT and customer support.

- Incomparable bandwidth: Qumulo provides unmatched flexibility and bandwidth to support Inveniem's new file transfer solution, Media Shuttle. With hundreds of data terabytes, Media Shuttle transfers large files to a private Azure Native Qumulo service that scales as files and data increase.
- Real-time analytics: Qumulo analytics support more predictable storage costs, help reduce IT and customer support overhead for Inveniem, and provide IT with clear insights to reduce time spent on data throttling issues.
- Simplified workflow for all files: Having Azure Native Qumulo Scalable File Service as the storage warehouse that feeds containerized workloads, Inveniem's asset management system and storage applications can easily handle the fill workflow for hi-res and low-res client files.

“It’s so much clearer how we’re using our storage and all of our pain points with cloud storage went away. Qumulo is fundamentally better at helping us manage and protect our clients’ file data and will support our long-term needs.”

– Guy Paddock, Chief Technology Officer, Inveniem

Qumulo simplifies workflow for hi-res and low-res client files

Inveniem relies on Azure Kubernetes Service to run Docker containers that include hot storage applications like their content management system. The workflow transfers a client’s content to hot storage through containers, and then the application ingests and reads the file.

“When we ingest 10 or 20 terabytes of data, and conduct client reviews, we want them to preview the content and not have to wait as a hi-res file takes time to download,” shared Paddock.

Now, having the Azure Native Qumulo Scalable File Service act as its storage warehouse and feeding the containerized workloads, Inveniem’s asset management system or other hot storage applications can read and write the original file, transcode a low-res version of it, and save both the low- and hi-res version to Qumulo for future reference and use.

Flex-to-need storage adjusts with Inveniem project demands

As Inveniem manages client content projects, and storage needs that change from fast to slow, hot and cold, the Azure Native Qumulo Scalable File Service can support all of it. It allows them to provision what they need, when they need it, and scale incrementally.

It’s this type of forward-looking perspective from Qumulo, anticipating customer needs before they realize them, plus listening to key challenges and quickly addressing them, that Inveniem appreciates. This type of setup also makes it easier for them to allocate costs to their clients.

Learn about Azure Native Qumulo Scalable File Service and [how you can deploy it from the Azure portal](#) to store and manage unstructured file data in the cloud by reaching out to azure@qumulo.com.