



## Apace deploys their MAM on their customer's Microsoft Azure's cloud environment.

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CTO

### Background

An archivist company of physical and digital objects, was looking for a media asset management (MAM) software that could run in their Microsoft Azure cloud environment to manage their customers' digital assets to further add value to their archiving services;

### The Requirements

The CTO of the company had certain requirements the MAM software had to meet in order to be considered.

- The MAM has to be containerized.
- The MAM has to be easily deployable and scalable in a Kubernetes cluster.
- The MAM has to run in Microsoft Azure.
- The MAM must be easy to update in a running Kubernetes cluster.
- The MAM must easily integrate into Inveniem's existing cloud infrastructure.
- The MAM needs to have built-in automation and support custom scripts.
- Software updates must be included and easy to install.



**Apace**

## The Solution

After looking at other MAM vendors and doing their due diligence, the customer chose Apace's MAM called PostMAM. It was the only MAM that was Docker container ready and easily installed into the existing Kubernetes clusters in their Microsoft Azure cloud environment. The ability to run in a container allowed the MAM to integrate easily with their existing apps. The customer pays Apace a nominal monthly license fee to run the MAM on their Microsoft Azure environment with unlimited software updates. "After evaluating other MAM software and doing our due diligence, Apace MAM was the only solution that met all of our requirements," said the CTO. The Apace MAM is flexible and scalable to run in virtual machine environments on premise because it runs on containerized technology. Whether your data is located on the edge and/or in the cloud, Apace's MAM can manage all your digital assets.

Next they will look to tackle their backup and archive needs between their multiple offices and as well as their data in the cloud. They plan to use various Apace products like the Offline Drive Manager and Cloud Channel to solve their needs and to further add additional revenue streams for their existing customers.

