



Enterprise Project Management for Multi-Application Creative Workflows

**Strawberry + Pixstor + Ngenea:
Break free from application silos and archive bottlenecks**

Customer Challenge

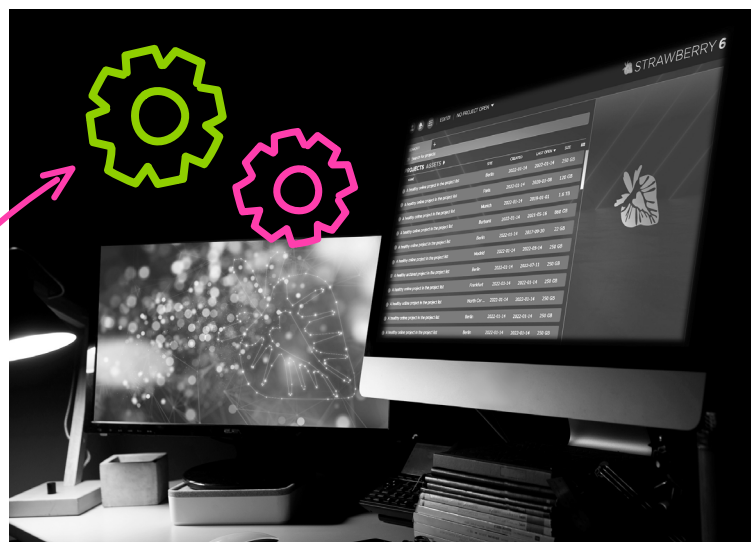
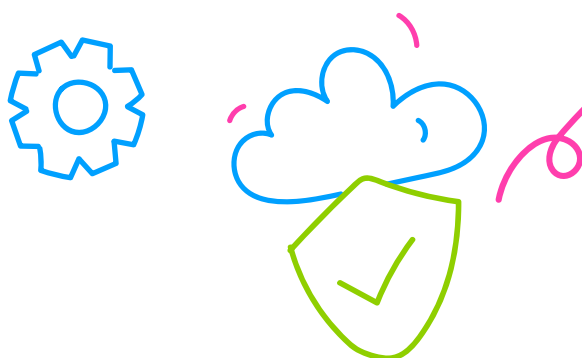
Media organizations face a collision between expanding creative toolsets and rigid infrastructure. Editorial teams work across applications such as Avid Media Composer, Adobe Premiere, DaVinci Resolve, and Adobe Effects—often on the same project. Application-specific storage architectures force an impossible choice: standardize on a single tool and constrain creativity, or fragment projects across incompatible systems and lose control.

The consequences are clear:

- **Storage becomes a constraint.** Editors can't access assets. "Media Offline" errors waste hours. Projects fragment. Media gets duplicated. Collaboration stalls.
- **IT becomes a bottleneck.** Manual project setup, permissions, archive requests, and restore tickets consume time. Creative teams wait on administrative tasks.
- **Capacity becomes a crisis.** Performance storage fills up. IT scrambles to free space but can't determine what's safe to delete or archive.

- **Collaboration breaks down.** Without project-level organization, teams can't see who's working on what, which assets belong together, or what's ready to archive. Review feedback lives in email. Graphics teams hunt through folders for the right Photoshop layers.

The real question: **How do you give creative teams the freedom to use the tools they need while maintaining enterprise security, visibility, and control?**



The Solution:

Project-Driven Architecture on Open Storage

Projective Strawberry brings project management, collaboration, and lifecycle control to any shared storage—including Pixstor. Instead of treating storage as a file repository, Strawberry organizes everything around projects.

Any tool, one project. Media Composer users get bin-locking. Adobe users access the Strawberry Panel directly inside Premiere and After Effects—drag-and-drop assets, search metadata, send files for review without leaving their creative tool. Resolve and other applications get full access. **Wave goodbye to "Media Offline"**—Strawberry automation ensures files are correctly stored and available.

Self-service replaces tickets. Creative teams manage projects themselves—setup, collaboration, archiving, restoring. Send cuts for review from the Adobe panel; comments automatically appear as markers in your project. IT sets policies, then gets out of the way.

Bottomless capacity. Users can Park or archive projects with a click. Strawberry uses **Pixstor's API to orchestrate Ngenea**, moving projects to **Swarm S3, AWS, Azure, or any S3 destination**. Performance storage is freed instantly. Archive costs drop to object storage pricing. Even when content is archived, editors enjoy the same seamless experience as with primary storage. They can effortlessly search, review, and annotate proxies, regardless of where the content resides. Combined with Pixitmedia's Ngenea archive, this transparent workflow maximizes the value of your storage.

Goodbye duplicates. With Strawberry's integration into our POSIX-compliant file system, customers regain an average of 60% of storage space through deduplication and hard linking. This efficient system also ensures projects can be parked or archived with complete confidence, without impacting other projects using the same media.

Workflow intelligence. Find Unmanaged Files" auto-relocates and relinks misplaced media. Intelligent ingest removes unused rushes. Deduplication recovers wasted capacity. Deep metadata search with instant proxy preview—including **Photoshop layers as scrubbable keyframes**—finds the right assets in seconds.

Solution Components

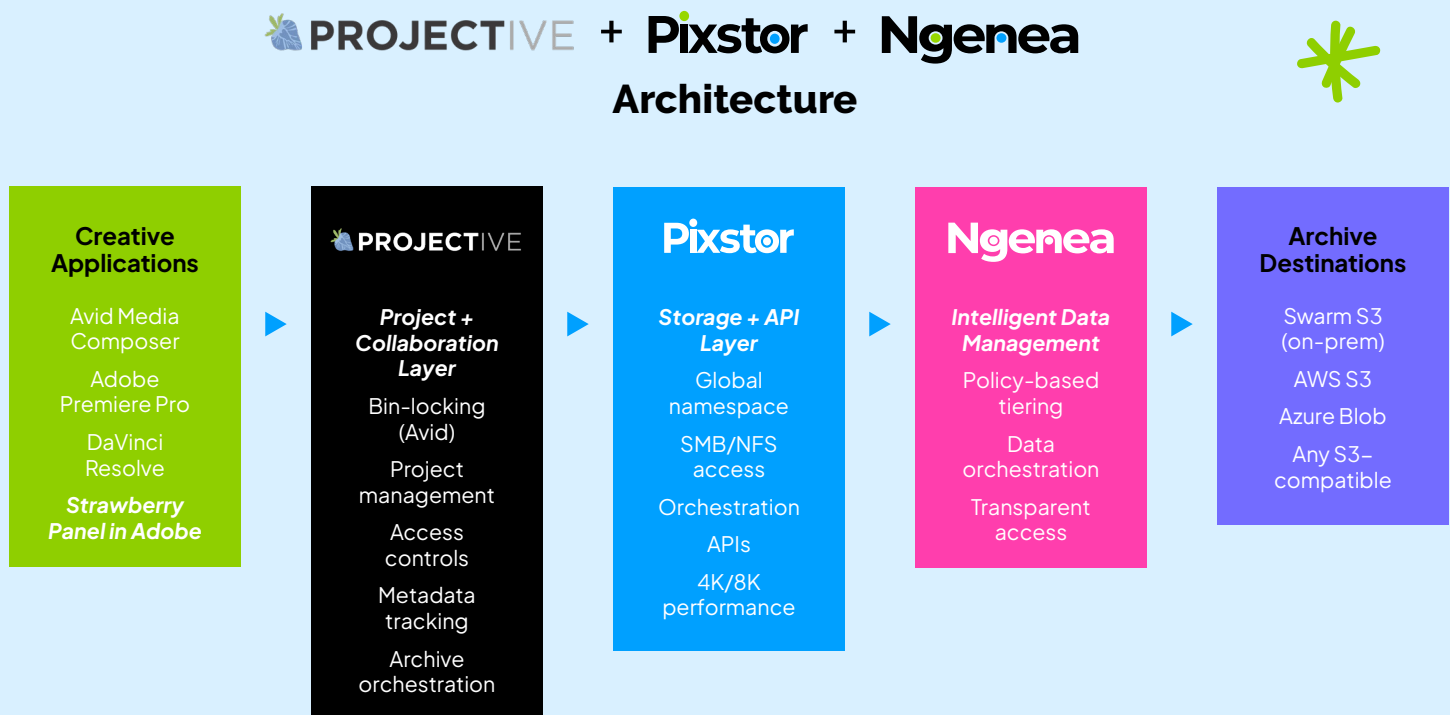
- **Projective Strawberry** – Project management framework delivering bin-locking (Avid), integrated panel (Adobe Premiere/After Effects), project-level access controls, deep metadata search with proxy preview, self-service archive/restore, intelligent ingest, deduplication, and review/approval workflows.
- **Pixstor** – Hardware-agnostic, high-performance NAS with global namespace and robust APIs enabling Strawberry to orchestrate intelligent tiering and archive operations. Supports multi-stream 4K/8K editing with integrated Ngenea tiering.
- **Ngenea + Swarm S3** – Intelligent data management enabling user-driven archiving through Strawberry to any destination (on-prem Swarm S3, AWS, Azure, hybrid). Delivers "bottomless capacity" with policy-based tiering and transparent access.

Why this combination? Pixstor + Ngenea gives Strawberry **"archive anywhere" through a single interface**. Users click "Archive" in Strawberry. Pixstor's API orchestrates Ngenea. Projects move to any S3-compatible destination. No vendor lock-in. No capacity limits.



Architecture Overview

Creative applications connect to Pixstor via SMB/NFS. Strawberry provides the project layer—organizing media, managing permissions, enabling bin-locking (Avid) and integrated panels (Adobe), tracking metadata. Users control lifecycle through Strawberry's interface. Pixstor + Ngenea handle intelligent movement—tiering, archive orchestration, transparent access across all storage tiers.



How It Works

1. **Creative teams** work in their preferred applications (Avid, Adobe, Resolve) with direct access to Pixstor storage.
2. **Strawberry** sits on top of Pixstor, organizing everything into projects with permissions, metadata, and workflow automation.
3. **Pixstor** provides high-performance storage with APIs that Strawberry uses to orchestrate intelligent operations.
4. **Ngenea** handles policy-based tiering and data movement based on Strawberry's orchestration commands.
5. **Archive destinations** receive projects from Ngenea—on-prem Swarm S3, public cloud, or hybrid configurations.

Result: Users click "Archive" in Strawberry → Projects move automatically to any S3 destination → Performance storage is freed instantly.

Business and Technical Benefits

- **Multi-Application Collaboration**
Avid, Adobe, Blackmagic teams share projects with enterprise security across any storage platform. No more "Media Offline" errors or application silos.
- **Self-Service Workflows**
Creative teams control project lifecycle and archive/park/restore without IT intervention. Review comments from Strawberry Galleries appear as markers in Adobe projects.
- **Universal Archive**
Single interface to archive anywhere (Swarm S3, AWS, Azure). Restore with a click. Search and preview archived media before restoring.
- **Workflow Automation**
Intelligent ingest, automatic deduplication, auto-relinking of misplaced files.
- **Open Infrastructure**
Zero Lock-in Pixstor, S3-compatible archiving, freedom to change hardware or shift to cloud without rearchitecting.
- **Lower TCO**
Automated tiering, commodity hardware, freedom from proprietary constraints reduce storage costs while maximizing creative flexibility.

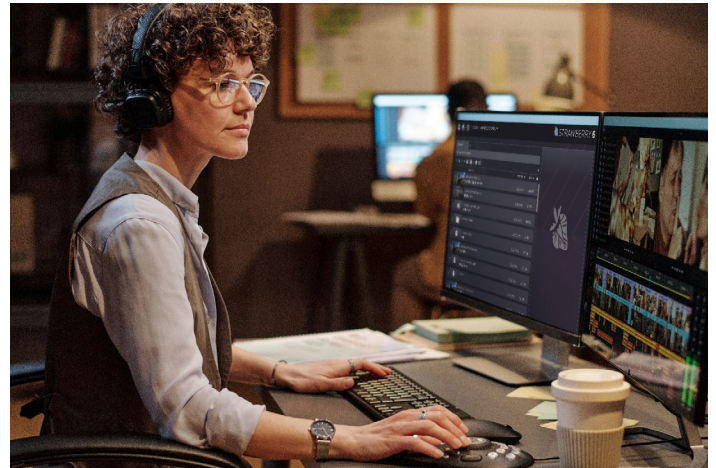
Customer Outcome

Strawberry + Pixstor + Ngenea delivers enterprise project management with creative freedom, intelligent archiving with bottomless capacity, and open infrastructure aligned with where the industry is heading.

Organizations gain velocity—projects move faster, collaboration improves, capacity becomes elastic, IT focuses on strategy instead of tickets. Storage stops being the blocker.

Learn More

Contact Pixitmedia to explore how **Strawberry + Pixstor + Ngenea** delivers project-driven workflows, multi-application collaboration, and seamless archiving for modern media production.



Projective transforms post-production workflows for content creators of all sizes. Our Creative Project Framework, Strawberry, simplifies collaboration, streamlines organization, and removes manual barriers that slow teams down. From broadcasters and production houses to ad agencies and sports clubs, leading organizations—including Arsenal Football Club, TUI, Disney, ZDF Digital, and Pinewood Studios—rely on Projective to elevate their workflows and boost creativity. We pride ourselves on being a true partner to our customers, listening and adapting to their needs to drive real results. By empowering teams to focus on creating great content, Projective helps them meet the increasing demand for video with ease and efficiency. Learn more at projective.io



Pixitmedia by DataCore, is a leading provider of intelligent content and metadata management solutions for the media and entertainment industry. We go beyond storage to deliver a smarter ecosystem for media workflows, with end-to-end solutions that combine high-performance file, nearline, and archive platforms with metadata enrichment, indexing, and search. Enabled by data orchestration tools, our multi-tier technology simplifies content management and migration to ensure media assets are always where our customers need them.

Pixitmedia's innovative solutions integrate seamlessly into existing M&E workflows, optimizing efficiency and collaboration at every level – from ingest to archive to delivery. With Pixitmedia, content is always searchable, secure, and available whenever it's required.

For further insights, visit:
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