

QStar Archive Manager and Iconik by Backlight Integration

Modern Media Asset Management Meets Intelligent Active Archive

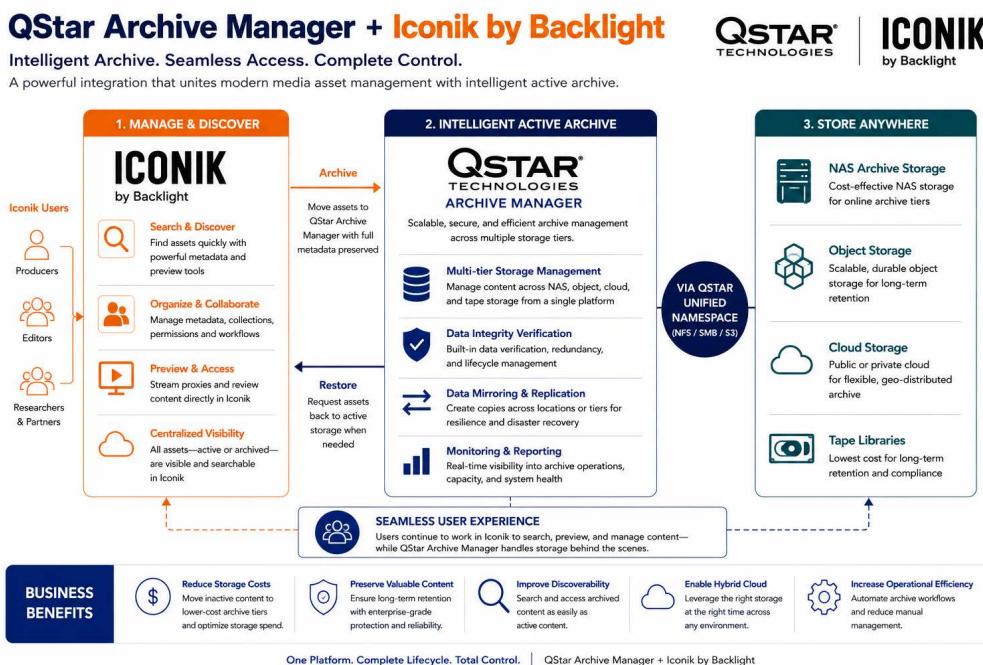
Media organizations face a growing challenge: managing ever-increasing volumes of content while maintaining fast access, controlling storage costs, and preserving valuable assets for the long term. The integration between QStar Archive Manager and Iconik by Backlight addresses this challenge by combining cloud-native media asset management with scalable, cost-effective active archive infrastructure.

Iconik provides a centralized platform for media discovery, collaboration, metadata management, and workflow orchestration across distributed production environments. QStar Archive Manager extends these capabilities by delivering an intelligent active archive layer that transparently manages content across storage tiers, including disk, object storage, cloud, and tape. Together, the solution enables organizations to maximize the value of their media assets throughout their entire lifecycle.

Integrated Workflow

The integration allows media assets managed within Iconik to be archived using Iconik Storage Gateway (ISG) and retrieved through QStar Archive Manager while remaining visible and searchable within the Iconik environment. Users can continue to browse, search, preview, and manage content through Iconik's familiar interface without needing direct knowledge of where the underlying media is physically stored.

As content ages or projects are completed, assets can be migrated automatically from high-performance production storage to lower-cost archive tiers managed by QStar. This includes rendered content on a current project when primary storage is limited, which can then be reserved for editing, VFX etc. Archive targets may include on-premises object storage, public or private cloud storage, tape libraries, or hybrid combinations of these technologies. QStar presents these archive resources through standard file system and S3-compatible interfaces, simplifying integration with existing workflows and infrastructure.



When archived content is required, users simply locate the asset through Iconik. The integration initiates retrieval from the archive tier, restoring the content while preserving metadata integrity and maintaining a seamless user experience. This eliminates the need for manual archive management processes and reduces the operational burden on production teams.

Key Benefits

Reduce Storage Costs

Production storage is among the most expensive components of a media infrastructure. The QStar and Iconik solution enables organizations to move older and inactive content to lower-cost archive platforms while retaining visibility and accessibility through Iconik. This allows high-performance storage resources to be reserved for active production workloads, reducing overall Total Cost of Ownership of storage infrastructure.

Preserve Valuable Content

Permanent archive requirements continue to grow across media, broadcast, sports, corporate communications, and government sectors. QStar Archive Manager provides a scalable archive framework that supports multiple storage technologies and media formats, ensuring content remains protected and accessible for years or even decades.

Improve Content Discoverability

Archived content often becomes difficult to locate when it is removed from primary storage systems. By maintaining metadata, previews, and search capabilities within Iconik, users can continue to discover archived assets as easily as active content. This improves content reuse, monetization opportunities, and operational efficiency.

Enable Hybrid Cloud Strategies

Many organizations are adopting hybrid storage architectures that combine on-premises and cloud resources. The QStar and Iconik integration supports these initiatives by allowing content to move transparently between storage tiers while maintaining a unified user experience. Iconik and QStar's storage virtualization capabilities work together to eliminate storage silos and reduce complexity.

Ideal Use Cases

The integrated solution is particularly well suited for:

- Broadcast and media organizations managing large video archives
- Sports and entertainment companies preserving historical content
- Production houses requiring long-term project retention
- Corporate media teams maintaining growing content libraries
- Educational and government organizations with compliance-driven archive requirements

Future-Proof Media Infrastructure

By combining Iconik's cloud-native media asset management platform with QStar Archive Manager's active archive technology, organizations gain a flexible, scalable, and cost-effective solution for managing the complete lifecycle of digital media assets, whether they are in the cloud, a hybrid model or on-prem. The integration helps organizations control storage growth, simplify archive operations, and ensure valuable content remains searchable, accessible, and protected—regardless of where it resides.



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