**phoenixNAP** GLOBAL IT SERVICES

**BATTLE CARD**

# Secure Platform for Media and Entertainment Data

Abstract: More than 73% of companies from the Media and Entertainment industry vertical run at least one application in the cloud to improve their operating efficiency[1].

By 2023 the media and entertainment industry market size is expected to grow by 23% to a value of $2.6 trillion[2]. Unfortunately, this sector is one of the fifteen most frequent targets of ransomware attacks[3].

## Data Security Cloud provides security without compromise.

Working with high-profile content and subscribers' personal information means that Media and Entertainment companies handle extremely valuable data. That's why choosing a trusted provider to help them ensure platform security and data privacy is vital for future growth and success. However, deploying complex security systems can negatively impact platform performance, which is crucial for a streamlined delivery of demanding multi-media data and services.

Now businesses can protect their content and reputation with a secure-by-design cloud platform by phoenixNAP. Data Security Cloud (DSC) deploys enterprise-grade security technologies on powerful hardware to ensure advanced data protection without compromising on performance. Through a secure hardware foundation, strict virtualization and segmentation controls, threat intelligence, and advanced physical security, the platform provides multi-layered data protection. Encryption and access controls inherent in the platform further help maintain the integrity and authenticity of the data.

**VOICE** VOICE MEDIA GROUP    **WebPal**    **sagenext** infotech    **myparty album**    **glimpse.me**

## Protect sensitive workloads

Confidently deliver media and entertainment content to your customers without worrying about data disasters, breaches, DDoS attacks, viruses, malware, or fraud.

## Ensure flawless performance

Powered by top-of-the-line hardware and networking technologies, Data Security Cloud ensures exceptional performance even for the most demanding apps.

## Deploy and scale easily

Available on an opex-based model, Data Security Cloud is simple to deploy and scale. You can rely on our expert team to assist you with data migration, configuration, and management.

## Reduce IT spending

Significantly reduce infrastructure spending by eliminating costs associated with buying hardware and software licenses, or hiring expensive engineers.

### Resources:

1. **Techradar**, Head in the clouds: what the future of cloud computing means for media, 2019

2. **LinkedIn**, Cloud Computing in the Media and Entertainment Industry, 2021

3. **Sophos**, 2021 State of Ransomware Report

## What we do for you:

- Design and set up a secure environment.
- Guide you through the migration process.
- Keep a watchful eye on your network.
- Alert you if we see suspicious activity.
- We are there for you 24/7.

*"The phoenixNAP infrastructure takes away concerns about data privacy, risk management, and accountability. Last but not least, the phoenixNAP team has been consistent in providing top-level service."*

*Markus Latzel,*
*CEO, Webpal.net*

## Help you move your data to secure cloud-based infrastructure

The main benefit of shifting to Data Security Cloud is that you get a secure environment for your data and superior performances on an opex-based model. Besides this, cloud adoption offers the advantage of scalability, flexibility, and faster time to market.