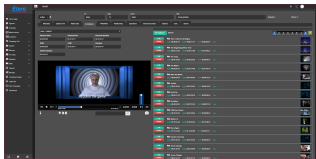
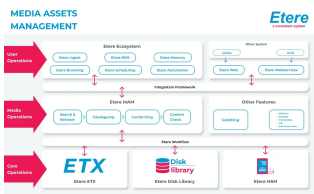


Etere Media Asset Management Mitigates Ransomware Attacks

Etere Media Asset Management comes with built-in security, ensuring robust protection against ransomware threats. By exclusively connecting with data movers, it safeguards your assets—whether you're using Amazon S3 or Etere HSM—so your data remains secure at all times.



Etere logo

Media Asset Management
Web View

Media Asset Management

Etere is a Better Way to Protect your Data

Etere Media Asset Management (MAM) offers enhanced protection from ransomware. It features a sophisticated setup that blocks ransomware before it harms your business. Post-production systems and NLE workstations do not directly access the storage as the archive is accessible only via data movers. The secure access prevents ransomware from having a direct connection to your database at all times. Whether your archive is Amazon S3 or Etere HSM, Etere MAM only connects to your storage via data movers. With built-in orchestration and automation, Etere MAM does not require security infrastructure setup and maintenance with its integrated security features for a more cost-effective and agile system.

Do not wait to build your media data security framework. The effects of a ransomware attack can be devastating and regrettably expensive. Data losses that contain valuable content are often irrecoverable, and service outages can cost an organization painful financial and reputation losses, not to mention the psychological impact on employees and stakeholders. Hackers block access to critical systems and hope victims will choose the quickest and most efficient way to restore their systems and administrative functions: to pay the ransom and obtain the decryption key. Furthermore, ransomware attacks can happen regardless of the organization's size. We cannot afford to let our guards down. It can happen with just one system vulnerability.

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its digital technologies and market-proven remote/on-site services such as consultancy, training, installation, and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com

