

Digital

Presidio Accelerator for AWS Media Lake

THE CHALLENGE

Media organizations manage growing volumes of content across live production, archives, and cloud environments, but assets often remain siloed with inconsistent metadata. As a result, teams struggle to find, access, and activate content efficiently. While AWS Media Lake provides a strong foundation, many still face challenges operationalizing it for workflows like search, automation, and AI. This creates a gap between storing content and using it to drive production efficiency, engagement, and monetization.

THE SOLUTION

Presidio Accelerator for AWS Media Lake ingests, organizes, and activates media assets—improving access, governance, and reuse across the enterprise. Built for modern media environments, it unifies content from live feeds, archives, cloud storage, and existing systems. More than a storage layer or traditional MAM replacement, it turns AWS Media Lake into a true content engine—so assets are easy to find, enriched with metadata, and ready for use across production, archive, and distribution. The result is faster discovery, simpler operations, and better support for automation and AI.

Key capabilities include:

- ◆ **Content Ingestion & Integration:** Ingest and unify content from live feeds, archives, cloud storage, and existing media systems into a single environment.
- ◆ **Media Structuring & Organization:** Standardize content and metadata into a consistent model to improve usability and governance.
- ◆ **Metadata Enrichment:** Apply automated tagging, entities, and relationships to enhance search, context, and downstream workflows.
- ◆ **Search & Discovery:** Intuitive access to content through indexed search and semantic retrieval.

- ◆ **Workflow Connectivity:** Integrate with production, archive, and distribution systems enabling end-to-end media workflows.
- ◆ **Scalable Media Foundation:** Establish a flexible, AWS-native architecture that supports evolving use cases.

OUR APPROACH

Presidio enables organizations to move from fragmented media environments to a connected, production-ready platform—built to scale. Our services-led approach bridges the gap between architecture and day-to-day content operations. We help you create a well-governed structure, applying metadata, search, and integrations.

KEY BENEFITS

- ◆ **Unified Content Foundation:** Connect live, archived, and distributed content into a single, usable environment.
- ◆ **Improved Discoverability:** Enable faster search and access through enriched metadata and indexing.
- ◆ **Operational Efficiency:** Reduce fragmentation and streamline workflows across the content lifecycle.
- ◆ **AI-Ready Platform:** Support metadata enrichment, automation, and intelligent workflows.
- ◆ **Scalable Architecture:** Support growing content volumes and complexity without re-architecting.
- ◆ **Faster Time to Value:** Move quickly from design to a production-ready, deployable solution.



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WHAT MAKES US DIFFERENT

Presidio approaches media lake implementation as more than infrastructure deployment—it is the foundation for media intelligence and workflow transformation. We combine deep media domain expertise with AWS-aligned architecture to ensure the solution performs in real-world production environments.

How Presidio Accelerator for AWS Media Lake stands apart:

- ◆ **From Storage to Intelligence:** Transform content from static assets into connected, actionable data.
- ◆ **Operationalized, Not Conceptual:** Deliver a production-ready system—not just architectural guidance.
- ◆ **Built for Media Workflows:** Designed to support production, archive, and distribution end-to-end.
- ◆ **Integrated Ecosystem Approach:** Connect MAM, storage, metadata, and workflows into a unified model.
- ◆ **Foundation for Growth:** Enable downstream use cases including automation, personalization, and monetization.

WHY PRESIDIO

Presidio is here to guide your business transformation journey by helping you carefully navigate the fast-changing tech landscape. As the bridge between where you've been with foundational IT, and where you're going with modern AI and cloud services, we measure success with you on the terms you define. We strive to build lifetime relationships with each of our customers, and we do so by being fearless, fast, flexible, and compassionate. It's our mission to earn your trust and deliver innovative, high-quality outcomes at speeds once thought not possible, so you can achieve your business goals faster.

Presidio Delivers More than Technology, We Solve Media Operations End-to-End

Presidio brings deep industry expertise and a consultative approach — from initial assessment and workflow design through modernization, integration, and migration. Leveraging AWS and a rich partner ecosystem, Presidio develops, deploys, and operates solutions that simplify complexity and scale with the speed and demands of modern newsroom and sports media operations. With full lifecycle capabilities — including development, integration, and 24x7 managed services — Presidio ensures operations are continuously optimized for speed, reliability, and measurable monetization impact.

Contact Presidio today:
www.presidio.com/contact-us/