



Cloud Media Management with No Extra Servers Required

Iconik + Pixstor | Partner Solution Brief

The Challenge: MAM Infrastructure Adds Cost and Complexity

Media teams adopt cloud-native management platforms like Iconik to organize, search, and collaborate on content from anywhere. Getting on-premise storage connected is where the friction starts.

- **Dedicated servers for each storage.** The Iconik ISG needs its own machine at every facility—more hardware, more cost, more overhead.
- **Cloud transcoding doesn't scale.** Cloud-based proxy generation works for small libraries but becomes unsustainable at petabyte scale.
- **Manual data management persists.** Moving content between production storage and archive still requires separate tools or IT tickets.

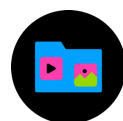
The Solution: Native Iconik Integration on Pixstor

Pixstor runs the Iconik Storage Gateway directly on its own nodes. No dedicated ISG server required.



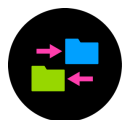
Zero additional infrastructure

Media in watched folders is automatically detected, registered, and proxied using Pixstor's own CPUs.



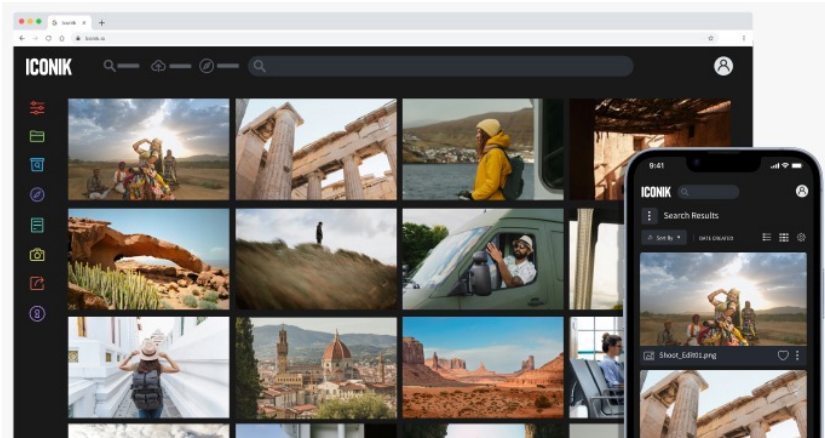
Duplicate prevention

Checksum detection links existing assets instead of re-uploading them.



Controlled folder structures

Iconik collections automatically create matching directories on Pixstor via webhook.



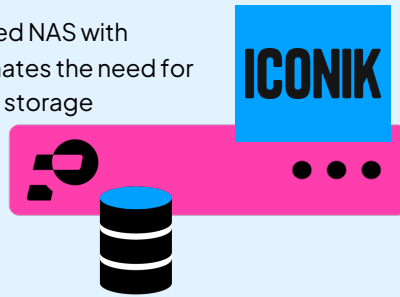
The Result

Creative teams manage content through the Iconik interface they already use. Storage infrastructure responds automatically. No dedicated gateway servers to maintain. No cloud transcoding bills spiraling out of control.

Solution Components

Pixstor

High-performance, software-defined NAS with integrated Iconik ISG hosting. Eliminates the need for dedicated gateway servers at every storage location.



Iconik

Cloud-native media management providing search, browse, proxy review, and collaboration. Connects to Pixstor through the embedded ISG with full proxy and thumbnail generation.

Why This Combination?

Pixstor gives Iconik direct, high-performance access to media without extra infrastructure. The ISG runs where the data lives, removing network hops, dedicated servers, and cloud transcoding costs from the equation.

Technical Specifications

- Pixstor Compatibility | Scale-Out, HCI, or Pixstor Cloud deployments
- Iconik Requirements | Valid Iconik subscription with administrative access for ISG configuration
- Proxy Generation | Local transcode on Pixstor nodes; adjustable CPU and memory allocation
- Platform Support | ISG validated on Pixstor nodes (CentOS); Iconik panel available for Adobe Premiere on macOS and Windows

ICONIK

Iconik

Iconik is a cloud-native media management platform that helps teams organize, find, and collaborate on video and media content from anywhere. Iconik connects to storage wherever it lives—on-premise, in the cloud, or both—providing a single view of all media assets with AI-powered metadata enrichment, review and approval workflows, and integrations with leading creative applications. Learn more at iconik.io

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Pixitmedia by DataCore

Pixitmedia, a DataCore company, delivers high-performance storage and intelligent data management solutions purpose-built for media and entertainment workflows. The Pixitmedia platform provides a zero-stack architecture that removes vendor lock-in, reduces infrastructure complexity, and enables creative teams to work faster at any scale. With 200+ deployments worldwide and a technology heritage spanning more than two decades, Pixitmedia powers the workflows behind the world's leading studios, broadcasters, and post-production facilities.

hello@pixitmedia.com | pixitmedia.com