



More Efficient Software – 2020
The Easy Way to Archive – *Archiware*
Food. Glorious Food. – *EuroFIR*



Parking Solutions

Traffic Enforcement Systems Limited are an innovative company who have been providing specialised mobile CCTV solutions for over ten years.



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Welcome to the new look, Softech Magazine.

Welcome to the February edition of Softech International Magazine.

In this month's issue, we speak to Dave Skull, project manager at Traffic Enforcement Systems Limited to tell us more about how the firm deliver innovative solutions. As the winners of 'Leading Expert in Tech', the firm have been providing specialised mobile and fixed CCTV and ANPR solutions to the public sector in the UK over the last ten years.

Elsewhere, Paul Stanborough, Managing Director at Aditech gives us a fascinating insight into Iris recognition technology; independently proven to be the most accurate method of identification of an individual second only to DNA.

Lastly, we wrap up the latest news from the world of software and technology including the news that Blue Ridge, a leader in cloud demand forecasting, planning, replenishment, allocation and analytics has announced the appointment of Ken Walters to its Board of Directors.

We hope you enjoy this issue.

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ARCHIWARE



The Easy Way to Archive

Archiware's software P5 lets you synchronize, backup and archive data cross platform on Mac, Windows, Linux and Solaris. We invited Dr. Marc M. Batschkus to tell us more.

The central product of Archiware is the data management suite Archiware P5.

This suite takes care of the whole range of data management from Cloning and data availability over Backup to long-term Archive. The software is used by companies in a wide range of industries from pre-press and print to research, education, production, media and entertainment, broadcast and many more. Dr. Marc M. Batschkus gives us a brief insight into how their services benefit clients.

"Our clients cover a wide range from small postproduction companies with few people but large data sets to big enterprises with household names. This is due to the extreme flexibility, ease of use and scalability of our software.

"We sell our software exclusively via the channel, therefore it is mostly our distributors and resellers that are in touch with customers. We are only involved if our experience and insight is needed and support with information and training.

"Since more and more customers come from the media and entertainment sector like postproduction companies, producers, studios, broadcasters etc., we focus more on this market and its needs. With the P5 Archive App, we offer the easiest way to archive on a Mac, a right-click in the Finder. Additionally, it is integrated with Apples FCP

X and can be triggered within FCP's interface. We go to the biggest broadcast trade shows to stay current with the market and be present for potential and existing customers and partners. We support our many partners with co-marketing, solution briefs, webinars, trainings and other activities."

Any industry changes over time and the software and technology industry is no different. Marc explains the changes that are affecting business.

"Marketing has shifted online. We see this with reactions to our posts, partnerships, publications etc. Having said that, there are trade shows that still dominate their specific markets and that is the reason why we exhibit at NAB, IBC, BVE, Broadcast Asia and NAB New York.

"Data growth is beyond comparison but the skills and know-how to cope with it are not available everywhere. This is the reason for data loss and long search journeys to locate existing files. An archive with relevant metadata saves a lot of time and opens opportunities for re-use and monetisation."

Marc shares his thoughts on what trends he believes are occurring in the industry and how Archiware are keeping up to date with these changes.

"There is a big trend towards Cloud storage and Cloud workflows that we support with our recent introduction of Amazon

S3 support for P5 Archive. More services are integrated right now and will be available soon to give our customers a wider choice for their off-site Archive needs. This also supports the trend towards independent and de-centralised production that we also support with the P5 Archive App and its Finder integration and one-click archive feature.

"Other trends include digitizing of analog content for re-use and monetization. We support this with our basic media asset management - MAM functionality in P5 Archive. Virtualization is one other important trend that we will cover very soon with a new solution that provides Backup of virtual environments with unprecedented ease of use."

Marc ends the interview by talking about what he thinks makes Archiware an award winning company.

"Small teams are key to the quality of software that we deliver. Attention to detail, flexibility and a sense of

quality are the key traits that support our success. The Made-in-Germany seal has established itself among the best in many industries. We share this focus on quality.

"The importance of protecting data is sometimes still underestimated. It is tempting to just produce and skip Backup. The relevance of already produced content for reference, re-use and monetisation will be discovered more and more and lead to more systematic archiving. At the end of the day, each company is responsible for their own data and this cannot be delegated completely to any service. For this and other reasons local storage will grow tremendously in the near future. We're happy to help manage it."