

DNAfabric –



Connect to multiple AI vendors without compromise

INTRODUCTION

DNAfabric AI Link is the **industry's first multi-vendor AI pipeline for media**.

AI Link connects to a multitude of on-premise data and metadata stores ranging from NAS, object, cloud, deep archives to MAMs/DAMs. It is able to unlock a number of services on these existing data stores – including indexing, search, migration, archive and now also AI Link.

AI Link begins with creating intelligent proxies designed for AI – ranging from low-res video proxy, audio, sprite-sheets and frame intelligent proxies (including face detection, scene detection, object detection and more). Once created, AI Link can connect and submit across multiple AI Link vendors – ranging from Twelve Labs, Azure, AWS, Axle.ai, Tessact, Overcast, and Trint (more coming soon).

By connecting data residing on existing storage endpoints (NAS, object, cloud, deep archives) with a dozen AI providers in just a few clicks, AI Link enables **low-cost, low-risk enrichment and semantic search at scale**.

THE CHALLENGE

The media industry sits at a crossroads. Organizations have amassed decades of content—petabytes of video, audio, and associated metadata—spread across dark, inaccessible archives, NAS devices, cloud buckets, and legacy databases in MAM, DAM, backup, and archive systems. While this data represents enormous latent value, the challenge is clear: how can it be searched, enriched, and monetized when much of it remains locked away?

At the same time, the AI revolution has opened remarkable opportunities. Today, there are dozens of AI vendors and models—each tuned for specific use cases, from vision analysis and transcription to summarization, translation, and semantic search. Vendors such as Twelve Labs, Azure, AWS, Axle.ai, Tessact, Overcast, and Trint offer powerful but different approaches, each with varying costs, deployment requirements (cloud vs. on-premises), and strengths. For media organizations, the question is daunting: how do you select the right AI model and provider, how do you control costs, and most importantly, where do you even start when your data is fragmented across multiple silos and legacy archives?

This is precisely the challenge that **AI Link**, as part of StorageDNA's flagship DNAfabric platform, is designed to solve. AI Link is the industry's first capability that empowers users to connect to legacy data stores and multiple AI vendors in just a few clicks. Rather than locking a customer into one AI pathway, AI Link creates a unified, multi-vendor pipeline for enrichment, testing, and semantic search across providers—helping organizations maximize their AI investments and accelerate their AI journey.

HOW IT WORKS

DNAfabric's proven connector engine first links into the customer's existing storage ecosystem: NAS, hard drives, cloud object stores, MAM, DAM, and archive systems. It extracts and consolidates metadata, instantly making previously hidden data searchable and discoverable. With this improved visibility, users can prioritize which assets to enrich, allowing for a phased approach rather than a single big bang migration.

DNAfabric then leverages its **AI-tuned proxy generation engine**. Instead of pushing costly hi-res masters to AI vendors, users can generate the most efficient proxy for the job: thumbnails, sprite sheets, audio-only, lightweight video, or highlight-frame video proxies—all specifically designed to maximize efficiency and accuracy when processed by AI services. This dramatically reduces data transfer costs and makes AI enrichment both practical and secure.

Once proxies are ready, AI Link routes them to one or more AI vendors of the user's choice. Enrichment is harvested back into DNAfabric, where semantic search tools allow users to ask natural-language questions of their content, unlocking entirely new levels of discovery.

KEY BENEFITS

- **Low Cost:** Quickly test against multiple AI endpoints without heavy upfront commitments.
- **Fast Ramp-Up:** Rapid evaluation across vendors allows teams to build an AI strategy in days, not months.
- **Minimal Data Risk:** Proxy control, watermarking, and deployment choice (cloud or on-premises) ensure security while enabling experimentation.
- **Seamless AI Journey:** Move from legacy archives to AI-powered workflows incrementally and efficiently.
- **Vendor Flexibility:** Compare and combine the strengths of different AI providers without lock-in.
- **Optimized Data Movement:** AI-tuned proxy generation minimizes storage and bandwidth costs while improving speed.
- **Future-Ready:** Designed to adapt as new AI models, vendors, and deployment methods emerge.
- **End-to-End Integration:** Works seamlessly with existing MAMs, DAMs, and archive systems, protecting prior technology investments.

SUPPORTED AI LINK VENDORS

DNAfabric's **AI Link** enables users to connect to multiple AI vendors simultaneously, giving maximum flexibility in choosing the right AI for each workflow.



Axle.AI



Azure



Box



FrameIO



Imaginario



Overcast.HQ



Open AI



MomentsLab



TwelveLabs



Tessact



Trint