

Ortana's Cubix and Archiware P5: Intelligent Archive Orchestration

At IBC 2026 Ortana Cubix (1.C37h) and Archiware P5 (7.D13) combine to bring intelligent, automated archive management to media organisations across on-premises, cloud and hybrid environments.

Powered by Cubix's Media Aware Workflow Engine (MAWE) and secure Harness architecture, organisations can automate archiving, backup, restoration and storage tiering while keeping archive infrastructure securely behind existing firewalls. Archiware P5 Archive expands Cubix solution range to archive and restore to and from disk, cloud and LTO storage.

The integration enables policy-driven workflows for LTO and cloud archives, including automated secondary copies, retention management, storage optimisation and verified removal of production media. When content needs to be restored, Cubix can automatically select the most efficient and cost-effective source – from production and nearline storage to LTO, cloud or replicated archives.

Archive and restoration can be combined with over 170 existing technology integrations to create complete end-to-end workflows. Available across Cubix Yunify, Halo, Appliances, Connect GO and Connect FLEX, the solution provides a secure, location-independent approach to archive orchestration – helping organisations protect content, reduce operational effort and optimise storage costs at every stage of the media lifecycle.

About Archiware

Thousands of media companies worldwide use Archiware P5 to protect their production and assets. The product line includes:

- **P5 Synchronize:** for replication of time-critical data, to ensure high availability.
- **P5 Backup:** to back up server data to disk, tape, and cloud.
- **P5 Archive:** with MAM-like features, migrating data offline to tape and cloud.
- **P5 Archive DLM:** an extension for the P5 Archive module for automated data lifecycle management of archived data between tape, disk and cloud.

All modules can be combined to create multiple-step security concepts to achieve maximum data protection. Archiware P5 secures data to disk, tape, and cloud and has integrations with numerous MAM/DAM/PAM and storage partners. Headquartered in Munich, Germany, Archiware GmbH is a privately held company with over 25 years of experience in data management software and about 20,000 licenses sold worldwide. Protect your files and find your solution at www.archiware.com.

About Ortana Media Group

Ortana Media Group is a privately owned specialist technology company that was founded in the UK in 2012. With permanent team members located across the UK, Poland, Malaysia, and the USA, Ortana specialises in providing tailored solutions globally for data orchestration, provisioning, workflow, and MAM through its flagship platform, Cubix. Thanks to its extensive set of over 170 API-driven integrations and its Media Aware Workflow Engine (MAWE), Cubix allows for highly customised solutions to be achieved through configuration rather than custom or in-house development.

Press Contacts

Archiware GmbH
Lana Tannir, Marketing Manager
lt@archiware.com
www.archiware.com

Ortana Media Group Ltd
Simon Harper, Partnerships Manager
simon@ortana.tv
www.ortana.tv