

VOX MEDIA FLOURISHES WITH SCALABLE SOLUTIONS AND SUPPORT FROM CHESAPEAKE SYSTEMS

Archive, asset management, workflow automation, and storage solutions have paved the path for Vox Media's future growth, providing new functionality that addresses rising trends and viable revenue streams for the company.

CASE STUDY

CHESA
chesapeake systems



OVERVIEW

Premium digital media company Vox Media has grown exponentially over the past 12 years, currently encompassing eight authoritative editorial networks – SB Nation, The Verge, Polygon, Curbed, Eater, Racked, Vox, and Recode. In addition to its position as a powerhouse new media company, Vox Media's underlying technology has played a key role in the company's success. Vox Media's brands are built on the company's proprietary modern media stack, Chorus, and ad marketplace, Concert.

ABOUT VOX MEDIA

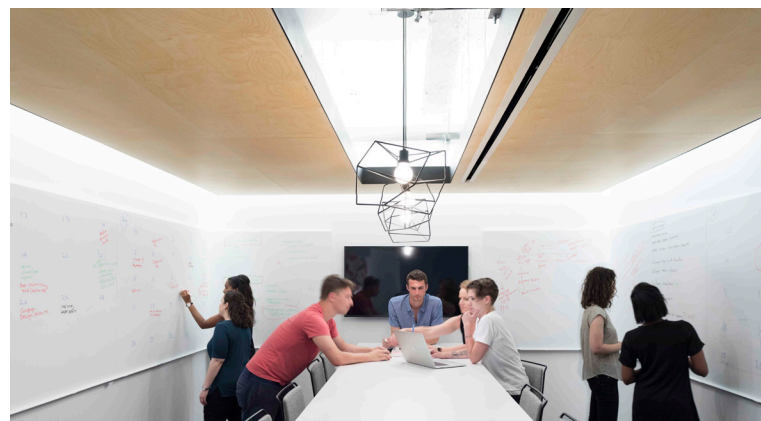
On the content creation side, Vox Media's emphasis on visual impact has driven tremendous growth. For the past six years, Marcos Bueno, Head of Media Technology based at the company's New York City headquarters, has spearheaded the infrastructure used by Vox Creative, the company's branded content division.

Like all video producers today, the Vox Media studio team requires a robust, reliable, and secure post-production pipeline for effective asset management and archiving. As content creation continues to explode at Vox Media, Bueno has come to rely on Chesapeake Systems as an engaged partner for providing solutions to the team's evolving needs.

"We started working with Chesapeake about four years ago," Bueno recalls. "They provided us with LTO tapes for archiving media and data for our initial phase of work. Then, as we built out the business, we turned to them for long-term solutions for our changing workflow needs."

Over just a few years, Chesapeake has become an ingrained partner with Vox Media. "We're a pretty rambunctious start-up with new needs always on the horizon," notes Bueno. "We have a lot of whiteboard sessions with Chesapeake to talk through workflows and discuss large-scale projects. They help us assess and prioritize what we realistically can do."

"Our time working with Vox Media has coincided with video becoming a big driver of their growth and challenging their technology infrastructure," says Nick Gold, Chesapeake's Chief Revenue Officer. "We've been there to support the expansion and to accommodate this new mode of engagement with their audiences."





CHALLENGES & SOLUTIONS

A move last year to new offices in Manhattan's Financial District offered Vox Media an opportunity to completely revamp its post-production environment and studio spaces.

“Chesapeake designed and deployed a revamped SAN and disaster recovery system for us, as well as migrated our archive solution to object storage,”

- Marcos Bueno

“Moving to an entirely new facility is always stressful for the client and full of challenges associated with maintaining continuity through a seamless transition,” says Gold. “We’ve helped multiple clients move facilities in the metro New York area and are proud of our ability to execute smooth and trouble-free relocations.”

For Vox Media’s new facility technology upgrade, Chesapeake installed a primary Quantum StorNext SAN with half a petabyte of online storage and a slightly larger backup system for a studio team that routinely handles 4K and 8K media with high bit rates. The team had been unhappy with its previous storage solution, so a robust, larger-capacity SAN was a pressing need, according to Bueno. Chesapeake also deployed a new disaster recovery system in active sync with the studio team’s projects.

“By the end of this year our regional offices will also feel the benefit of the SAN,” says Bueno. “We want to create a

pipeline between New York and Washington, D.C. – where half of the studios team is based – to send files back and forth faster. Soon people will be able to access content wherever they are through a secure link. That opens up a lot of possibilities. Many of our folks travel, and they’ll be able to upload and access media remotely. And if you no longer have to be in the office to do an edit, that opens up talent pools to us on a nationwide level.”

Chesapeake also introduced Vox Media to a Cloudian object storage system with more than 1PB of usable storage. “It was the right time to do this; it made a lot of sense,” says Bueno. “We like Cloudian’s erasure coding, which builds toward our business continuity plan and answers the question: What happens to the data if our whole site goes down? All of our video data has been stored here, and the financial district has been a target of man-made and natural disasters before, like 9/11 and Superstorm Sandy, which made things inoperable in the area for months. Secure archiving is crucial to us. Object storage also works nicely with our asset management system.”

Chesapeake’s most recent project with Vox Media has been the configuration of a Telestream Vantage transcoding system with Evolphin media asset management and workflow automation software. It is expected to be fully deployed by Q4 2018

THE CHESAPEAKE DIFFERENCE

While a lot of system integrators are largely project-oriented, a big part of the Chesapeake model is “what happens between projects,” notes Gold. “We offer ongoing support of the environments we help establish. We want to be a partner not just when there’s a major capital project or crisis, but to meet the daily pressing needs of the client. Our managed services model – a combination of remote and on-site services – enables us to quickly react to any issues that come up and offer proactive maintenance to update systems and monitor their health.”

Bueno believes that what makes Chesapeake stand out as a partner is “their willingness to listen to what we want to do and talk us through the process.”

“They understand our core creative work, all the players at the table – artistic and technical – and what their needs are and what solutions could be a good fit.”

- Marcos Bueno

They are not afraid to take on new challenges. With their technical strengths, they’re able to rapidly ramp up and deliver an exceptionally high level of support.”

According to Bueno, another advantage of working with Chesapeake is the company’s ability to communicate clearly so all the stakeholders know what is necessary and how it makes sense from a business perspective. “Chesapeake helps our executives make viable models that spread the spend,” Bueno says.

“They have gotten us to a place where we’ve grown the operation to not only support our current scale but also future growth.”

- Marcos Bueno

“Vox Media is a very cool company that’s exciting, experimental, and innovative in their operations,” adds Gold. “They’re a new media company that has become a major player. We enjoy helping Vox Media meet the challenges of the day and realize their ambitions. It’s a fun, friendly, and prolific relationship.”



OUTCOME:

Having a technical roadmap for the future has enabled Vox Media to take advantage of emerging business trends that create new revenue streams for the company. "We're operating in new tiers, like our partnerships with Netflix and PBS," Bueno points out. "We wouldn't have been able to take these on if our technical operations weren't where they are now. Chesapeake has helped us get there. The success we see in our video efforts from a business perspective have been directly related to our strong partnership with Chesapeake Systems."

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This case study demonstrates ways that Chesapeake Systems can help organizations develop a successful, scalable solution with ongoing support that fits your needs.

**Ready to discuss how we can help
your organization?**

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