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TURBO-CHARGED ACCESS TO RICH MEDIA ACCELERATES CREATIVITY

Barkley executes award-winning branding innovation
with optimal speed and efficiency

BARKLEY

Advertising | United States

Business needs

Barkley, the largest employee owned and leading
integrated marketing/advertising agency, is enjoying
rapid growth. This expansion has propelled Barkley's
data storage to grow at 20–30% annually. With storage
systems from different vendors spread across four
locations, IT was consumed with manual storage
administration. Slow access to video and image files
also hampered productivity of creative teams.

Solutions at a glance

- Dell EMC Isilon All-Flash storage

- Dell EMC Isilon InsightIQ software

- Dell EMC Isilon SmartPools software

- Dell EMC Isilon SyncIQ software

Business results

- Achieved 4X performance gains in file access

- Increased productivity of creative teams

- Eliminated 160 hours of storage administrative time annually

- Saved $400,000 over 2 ½ years

- Automated storage tiering for reduced capex and opex

- Improved RTO by 66% and RPO by 91%

"*From day one, we were able to open and download
files four times faster. Our employees were ecstatic.*"

Lambert Tomeldan
Head of IT, Barkley

Embracing the unconventional sometimes yields the best results. That's what Barkley, a branding agency, found when it devised an advertising campaign for Russell Athletics, a major athletic apparel provider. The award-winning campaign focused on real-life high school football teams that narrowly missed winning state championship games and were more motivated than ever to win next time.

Such innovation sparked rapid growth for Barkley, which is now the largest U.S. employee-owned idea company. Barkley serves clients across a wide range of industries, including healthcare, finance, restaurants, agriculture, retail, education, and not-for-profit.

This rapidly growing customer base resulted in an unprecedented 20–30 percent annual data growth rate. Due to this massive increase and inadequate storage systems, Barkley's creative teams experienced slower access to video and image files, while IT was consumed with manual storage administration across disparate systems.

To resolve these issues, Barkley consolidated storage from different vendors spread across four locations onto Dell Isilon All-Flash storage. Today, Barkley stores 250TB of rich media and business files, including 4K video, Adobe Creative files, 3D Rendering, data analytics and Adobe Premiere video files on Isilon.

Creative productivity shoots up

Barkley noticed significant improvements from Isilon All-Flash immediately.

Lambert Tomeldan, Barkely's head of IT, explains, "From day one, we were able to open and download files four times faster. Our employees were ecstatic. It's had a significant impact on our business because productivity of our creative teams went way up. It also has made it easier for team members to collaborate with one another."

In addition, Barkley uses Dell EMC Isilon InsightIQ analytics software to automatically resolve performance bottlenecks and improve workflows.

> **"**Isilon's simplicity is fantastic. We can reallocate resources toward new initiatives that move the business forward.**"**
>
> Jon Pace
> DevOps Engineer, Barkley

$400,000 in savings propel strategic initiatives

IT credits Dell EMC Isilon All-Flash with reducing operational and capital expenditures.

Jon Pace, Barkley's DevOps engineer, explains, "With Isilon's easy-to-use interface, we've eliminated 160 hours of storage admin time annually and are saving $400,000 over 2 ½ years.

"Isilon's simplicity is fantastic. We can reallocate resources toward new initiatives that move the business forward."

IT depends on Dell EMC Isilon SmartPools to automatically move hot, frequently accessed data to Isilon All-Flash and secondary data to other Isilon storage tiers. This has reduced storage costs and increased overall IT efficiency.

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Automated data replication for better protection

Isilon also excels in disaster recovery. Barkley uses Dell EMC Isilon SyncIQ and Superna Eyeglass software to automate data replication across four locations.

Isilon has improved Barkley's recovery point objective (RPO) from one day to one hour and recovery time objective (RTO) decreased from three days to one day.

Future-proofed data storage

The partnership between Barkley and Dell EMC thrives on innovation.

Tomeldan reflects, "One of our industry's biggest drivers of success is that technology is a companion to the creative process. With Isilon's efficiency and speed, we can fully use data analytics and creative tools to execute an idea in the most cost-effective way.

"For the last 10 years, Dell EMC has been a great partner by helping us future-proof our data storage for optimal agility and efficiency. We're excited about the next decade of innovation from Dell EMC."

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Dell EMC solutions

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