# ROOT INC. GROWS VIDEO BUSINESS WITH SYSTEMS, SOLUTIONS, AND SUPPORT FROM CHESAPEAKE SYSTEMS

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**- Jack Duncan,** System Administrator for Root Inc.

CASE STUDY

## CHESA
### chesapeake systems

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## OVERVIEW

Root Inc. is all about change. Headquartered in Sylvania, Ohio, the company works with businesses to manage corporate change: 70 percent of the Fortune 50 rely on Root to deliver successful cultural and strategic transformation initiatives. Root's disruptive methods combine art and science to create experiences that connect, build, and transform companies.

When Root chose to invest in the growth of its video department, the company sought out an expert: Chesapeake Systems.

"Root decided to bring the production and post-production capabilities in-house, hiring its first filmmakers and editors," recalls Jack Duncan, System Administrator for Root. "Our initial challenges were: where do we keep the data; how do we keep it safe; and how do we archive?

# ABOUT ROOT INC.

Root's internal IT department, which supports 175 employees, found itself out of its element. The Root Cinematic Storytelling Team works across a wide range of media productions: documentaries, narrative films, animated and stop-motion films, corporate and training projects, podcasts, and live event coverage. The team quickly realized their storage needs were very different from those of the other core product offerings.



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# THE PROBLEM

Root was accustomed to working with Adobe files of roughly 100MBs. "That's nothing compared to the size of video files," Duncan notes. "We filled up our 8TB Drobo we had dedicated to the film team in just a few months.

"After a few successful projects, there was a real demand for video as a complement to Root's services, and we built up our creative video capabilities," Duncan continues. "But we didn't have the in-house resources to properly assess our storage needs, so it was a question of either bringing in someone to do it full time or leaning on a vendor for help."

# HOW CHESAPEAKE SYSTEMS HELPED

The IT team reached out to Chesapeake Systems after learning about their work with Quantum, who specializes in storage for video teams. After assessing Root's needs, Chesapeake proposed a Quantum StorNext platform featuring a 40TB SAN for production storage and an LTO-6 tape archive for long-term storage.

"We got a new five-year lease on that equipment combined with a Service Level Agreement (SLA) from Chesapeake, and put 450TB on tape over that time," Duncan recalls. "The StorNext solution worked very well from a high-speed perspective and was pretty hands off.

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As video has become an increasingly important component of Root's business offerings, the Cinematic Storytelling Team has been producing 95 percent of Root's video content in-house. Their creative efforts have won numerous Telly Awards. Root cinematographers shoot primarily with Canon cameras and have access to an on-site studio with greenscreen capabilities. Root also boasts Adobe Premiere editing, color grading, and audio post and mastering.

❝ Chesapeake's support has also been great. They are more of a partner than a managed service provider, and swift in addressing any issues we might encounter. They are essentially an extension of our in-house IT."

**- Jack Duncan**

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# THE SOLUTION

As the Cinematic Storytelling Team has grown, so have its storage needs. In 2018, Chesapeake advised Root on an upgrade of its solution, renewing their five-year lease on a system that is robust enough for an industry that continually evolves and changes. "We upgraded to LTO-8, a 160TB SAN, and upgraded to the new StorNext Xcellis workflow director metadata appliance," says Duncan. "Additionally, our iMac Pros running Adobe Premiere are connected to the SAN via 8Gb fiber channel.. Chesapeake also helped set up an NFS connection option for our laptops which are not connected via fiber channel to allow them to access the SAN while on the road over the VPN."

Root was using Archiware for archiving. For continuity purposes and the ability to maintain access to existing archives without a migration, that solution was kept in place. "This enables us to access all of our existing LTO-6 data while migrating to the LTO-8 standard on our second drive," Duncan adds. "This has worked well for us. The Cinematic Storytelling Team produces over 100 different films delivered annually to clients, so rapid turnarounds and access to historic footage is a key element to our success."

Duncan notes that the Cinematic Storytelling Team is looking into new cameras, likely with 4K capabilities. "We're moving in the direction of 4K and even 8K films as well as exploring VR, 3D and 360 capabilities, and Chesapeake has worked with us to plan for our storage to accommodate larger files. We're confident in our position to increase resolution, backed by Chesapeake's support."

Duncan doubts that Root's Cinematic Storytelling Team would have been as successful as it is without Chesapeake's focus on creative IT solutions. "Creative people are not always technical people, and I don't have expertise in the media storage management arena," he acknowledges.

**❝ Chesapeake enables the video team to do its best work and not worry about file restores – they just create awesome content."**

**- Jack Duncan**

# THE OUTCOME

While Chesapeake has been on site at Root's headquarters for the installations, Duncan relies on the company's remote support and management services to keep operations running smoothly every day. "When I reach out through the Slack channel or help portal, I always get a response the same day – someone jumps right on and sees what's happening. They've always been able to do any remote fixes that are required. I have incredible peace of mind knowing that we have an extremely reliable system in place and, if there are any issues, Chesapeake will take care of them," he concludes.



root®

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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?

**410.752.7729**

# CHESA
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