



## CASE STUDY - MEDIA & ENTERTAINMENT

# GLOBAL NORTH AMERICAN BROADCASTER

## CHALLENGE

The customer is a global North American broadcaster that is the leader in development, production and marketing of entertainment, news and information.

The initial challenge was related to how the broadcaster could obtain timely access to video data stored, while controlling the growth in storage costs. Clouidian HyperStore object storage solved this initial problem with highly durable, elastic, low-cost storage allowing media archives to be moved from higher cost network attached storage, yet without being inaccessible on tape.

In solving one problem another arose. Content producers had issues with accessing particularly large files, exceeding 150GB, from their desktop. Such files were able to be quickly added to Clouidian storage using multipart upload technology but took too long to download through the web-based interface, which therefore required retrieval to be pre-planned and scheduled through IT. This meant archive access could not be real-time on-demand.

## USE CASE AND SOLUTION

Using the Storage Made Easy's Enterprise File Fabric™ solution, a search index was quickly created across the broadcaster's media assets. Staff are now able to quickly locate, and subsequently download, archived and other media assets directly.

M-Stream®, The File Fabric's File Transfer Acceleration technology, resolved the issues of downloading large files on-demand. M-Stream maximizes network bandwidth providing access to content up to ten times faster than direct object storage access. The File Fabric can also be used to move large files from one data storage tier to another, within the same data center rack-to-rack, at very fast speeds. This enables end users to easily move data to/from StorNext to Clouidian.

The File Fabric solution also enabled media assets to be encrypted and shared securely with development, production and distribution partners. Users no longer need to use off-property third-party sites to share proprietary information - it could be left in place and shared under the governance of corporate security policies.

## RESULTS

The Storage Made Easy File Fabric for Media provided 3 main value points for the broadcaster: (i) Vastly accelerate downloads from Clouidian storage to content producers desktop; (ii) Indexing of Media Content for enhanced search and classification ; (iii) Encryption and ultra secure sharing of media assets.

### 3 MAIN VALUE POINTS



**Accelerate Transfers  
from Object Storage  
to Desktop**



**Index and Deep  
Content Search for  
Media Content**



**Encryption and Ultra  
Secure Sharing of  
Media Assets**

## ABOUT

### STORAGE MADE EASY®

The Storage Made Easy Enterprise File Fabric™ enables IT to regain control of "cloud data sprawl" to unify on-premises and on-cloud files into a single easily managed converged infrastructure with policy-based controls for governance, audit and security.

The File Fabric solution provides a "blanket" enterprises wrap around all their data: on premises, within public and private clouds, as well as on third-party software vendor clouds (SharePoint Online and Salesforce for example).

Customers use the SME File Fabric product to unify corporate data to enable workgroup collaboration with universal controls for security, encryption, audit, and data access. Companies will have access to a greater understanding of where and how sensitive data is stored, transferred, and accessible with particular focus on how companies are able to police and audit data to ensure enforcement of the General Data Protection Regulations (GDPR) in addition to other regional data legislation.



@SMEStorage  
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