SPORTS BROADCASTING: ARSENAL F.C. AND THE ENTERPRISE FILE FABRIC™ FOR MEDIA SOLUTION

NON-PROPRIETARY SECURE FILE TRANSFER ACCELERATION FOR LARGE DIGITAL MEDIA ASSETS

CHALLENGE

Arsenal F.C., a globally renowned Premier League Football Club, faced several key challenges relating to their digital media assets portfolio:

- How could the media team easily and securely distribute digital content globally to other broadcasters, third parties and partners.
- How to transfer and tier media assets in a fast and effective way.
- How to secure their existing on-premises storage with enterprise-grade audit and policy controls.

USE CASE AND SOLUTION

The solution to the challenges faced was to adopt Storage Made Easy File Fabric™ for Media. Arsenal F.C.'s existing on-premises and cloud media storage platforms were integrated and mapped into the File Fabric, providing a *single pane of glass view* to all media assets.

In addition to providing a single namespace interface, Arsenal F.C.'s media team also utilized the File Fabric's M-Stream® *File Transfer Acceleration* feature. Editors and other staff are now able to easily move assets between storage tiers and end-users' desktops.

Specific use cases include:

- **Compliance and security layers** gave the media team at Arsenal F.C. the fidelity, security and control with their existing data assets for a business in which rights' management is extremely important.
- **Secure Content Distribution**: Journalists are also able to benefit from the File Fabric and its ability to share media footage and output to external parties, using security controls such as: time-based access, password authentication, and download limits.
- **Uploading of camera footage** from camera devices after football games using the File Fabric for Media M-Stream® feature which enables the accelerated download of data into the editing suite as required.

- **Integration into their existing MAM** (Media Asset Manager) platform to offer some of the File Fabric functionalities to users directly within the MAM's interface. This was easily achievable due to the File Fabric's rich API.

RESULTS AND BENEFITS

The Storage Made Easy File Fabric for Media provided 6 main media content management value points for the media team at Arsenal F.C. :

1. **Unified 'single pane of glass' access** and **management** of all available data through an easy to use interface.
2. **Secure collaboration** for existing media assets, wherever they may be stored
3. **Easy integration** into the existing Media Asset Manager (MAM)
4. **Non-proprietary accelerated upload and download** of media assets between storage tiers and end-user / partner desktops.
5. **No** ongoing **additional bandwidth charges** for content transfer.
6. **Improvement of existing internal and external workflows** through the easy integration of using the File Fabric API.

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.

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