



CASE STUDY

Cisneros Media implements integrated solution from Spectra Logic and Empress eMAM to store, manage and share digital assets

“ When we set out to find a new archive solution, we selected Spectra Logic for their affordable prices, scalability and positive reputation in the field. Together, BlackPearl and eMAM allow us to easily and cost-effectively store our growing content, and provide our users with seamless access to files whenever needed. ”

Ely Garcia, Chief Technology Officer, Cisneros Media

*Spectra T950
Tape Library
and BlackPearl
Converged
Storage System*



About Cisneros Media

Cisneros Media is a division of Cisneros committed to creating, producing and distributing entertainment content across platforms worldwide.

With over 60 years at the forefront of the industry and more than 60,000 hours of programming, both current and historical, today Cisneros Media distributes content in over 100 countries and 20 languages. Cisneros Media's business units include:

Venevisión, Cisneros Media Distribution, Pay TV networks (a subsidiary of Cisneros Media Distribution), Cisneros Studios, the Miss Venezuela Organization and Mobius Lab Productions.

The Challenge

Cisneros Media had previously been archiving content locally to an optical disc solution at its headquarters in Caracas, Venezuela. As the amount of video they were creating, storing and distributing continued to grow and accumulate, they realized it was time to implement a second solution within their environment. Their objectives for the new solution were to globally consolidate their archive, preserve historical content and deliver digital assets to their international clients and Pay TV networks.

Cisneros Media required an open, non-proprietary, standards-based solution that was streamlined, cost-effective and scalable, enabling them to store over a petabyte of content while allowing for significant growth over time. It was important that the new solution improve searchability and provide customers and staff across several departments (production, programming, etc.) with faster access to digital assets when needed.

They planned to implement their new system at their Cisneros Media Content Center, located at Cisneros Studios, in Medley, Florida.



An image from Cisneros Media's broadcast of the Miss Venezuela pageant.

CASE STUDY: Cisneros Media – International Content Production and Distribution

The Solution

Cisneros Media implemented a Spectra® T950 Tape Library and Spectra® BlackPearl® Converged Storage System within their data center in Medley, Florida. The Spectra solution consolidates material across all of Cisneros Media's business units, enabling them to more efficiently provide service to their clients worldwide. The organization archives data to their tape library through BlackPearl, using Empress eMAM – a powerful media asset management platform. Through this certified joint solution, Cisneros Media was able to create a simple workflow that allows users to quickly and effortlessly archive, search and restore large volumes of media content.

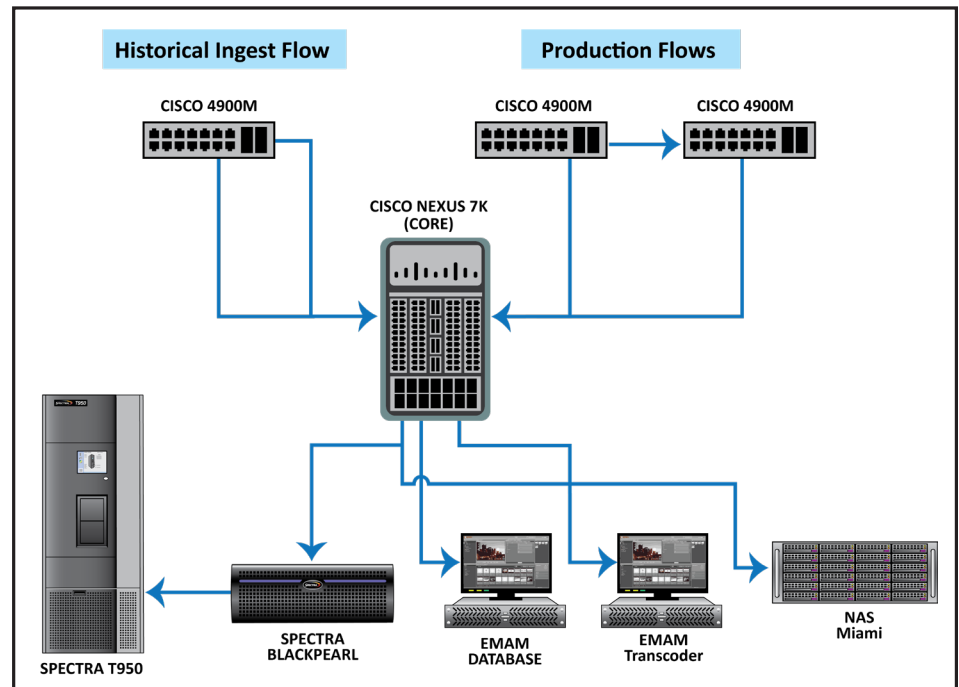
Their T950 leverages open-source LTF5 format tape, enabling easy content access and sharability across platforms. In the event of a natural disaster, it allows Cisneros Media to access archived content from offsite storage without infrastructure. The T950 is also highly scalable, designed to expand with the needs of the organization.

Environment Snapshot

- Spectra BlackPearl Converged Storage System
- Spectra T950 Tape Library
- Empress eMAM Software
- LTO-6 Tape Drives and Media
- Cisco Nexus 10GbE LAN
- EMC Isilon NAS
- BlueScale® Encryption
- Harmonic Carbon Coder Transcoding System

Why Spectra?

- Scalability
- Native LTF5 support
- Streamlined workflow
- Affordable solution
- Customer support
- Forward-looking technology



An image from "Atomico", one of Cisneros Media's premier shows in the children's programming category

Solution Recap

Spectra BlackPearl Converged Storage System – Spectra's BlackPearl Converged Storage System solves the problem of costly and complex approaches to digital preservation by combining NAS and S3-based interfaces with multiple storage targets into a simple and affordable solution. Designed for numerous concurrent workflows, BlackPearl reduces the need for expensive third-party data movers by integrating Spectra S3 with a range of certified clients and simple file movers.

Spectra T950 Tape Library – Spectra's T950 library is designed and built to meet the stringent requirements of the enterprise for data integrity, data security and high reliability. The T950 library reduces staff involvement significantly, affordably scales in capacity and throughput, and delivers the best total cost of ownership of any tape solution. Support options range from the expected 24x7 worldwide onsite support to more advanced offerings including Spectra's industry-first Assisted Self Maintenance (ASM) program as well as proactive management and reporting tools that ensure optimal system availability.