



# CASE STUDY

## twofour54 utilizes Spectra Logic digital storage solution to deliver world-class media and entertainment production services to their clients

“Spectra Logic understood our digital archive challenges and recommended a storage solution with a simple workflow, perfectly tailored to our needs. The Spectra BlackPearl coupled with the T120 tape library and native LTFs support provides us with a scalable, easy-to-use solution with the speed of access we require – at an affordable price.”

*Yusuf Buti, Head of Technology and Engineering, twofour54*



*Spectra T120  
Tape Library &  
4U Spectra  
BlackPearl*



### About twofour54

twofour54 is a government-backed media service provider based in Abu Dhabi. As one of the largest media and entertainment services companies in the United Arab Emirates, twofour54 offers its Middle Eastern and North African clients a tax-free media zone to produce content locally and nurture the Arab media industry. Their offerings include production and post-production services, creative talent development, and media business setup services. With more than 400 partners, twofour54 provides its network with a sustainable platform for the creation of media.

### The Challenge

twofour54 and its clients generate massive amounts of content on a regular basis – fueled by substantial volumes of video being shot, increased camera resolutions, and higher frame rates. The volume of data being created will continue to grow exponentially over time.

twofour54 previously used a Sony PetaSite with LTO-4 drives and Front Porch DIVA to archive their content. To meet future capacity and performance needs, twofour54 needed to update their storage platform. The organization required an open standard (non-proprietary), simple, and fully-integrated solution within their Avid environment that would accommodate seamless access to their assets, regardless of size, format, location, or time.

As a post-production service provider, twofour54 not only creates and archives original content and finished Avid and non-Avid assets for their in-house internal projects, but also provides similar services for their clients. They offer their clients the option of storing their projects on various storage mediums, including LTO tape. To fulfill this offering, twofour54 searched for a standard LTFs-based solution that could deliver finished assets and would be readily available and broadly adopted across the industry, while fitting into their clients' workflows.



*Media production in process at twofour54.*

# CASE STUDY: twofour54 – Abu Dhabi Media Company

## The Solution

twofour54 chose a Spectra Logic solution through their trusted provider, Avid. The Spectra® BlackPearl® Converged Storage System, with its intelligent, integrated policy engine, and the Spectra® T120 Tape Library met all of twofour54's storage criteria. The BlackPearl enables seamless data management, replication, and easy access to archived media, while the T120 provides large-scale capacity and native LTFS-formatted digital tapes.

twofour54 uses Avid Interplay | Archive to manage and send archive jobs to BlackPearl, which then writes two copies of files in LTFS to LTO-6 tape media using intelligent integration policies. One copy is ejected from the tape library to deliver final content to twofour54's clients. Source material and non-Avid assets are archived to BlackPearl using the BlackPearl® Eon Browser and Cyberduck BlackPearl certified client.

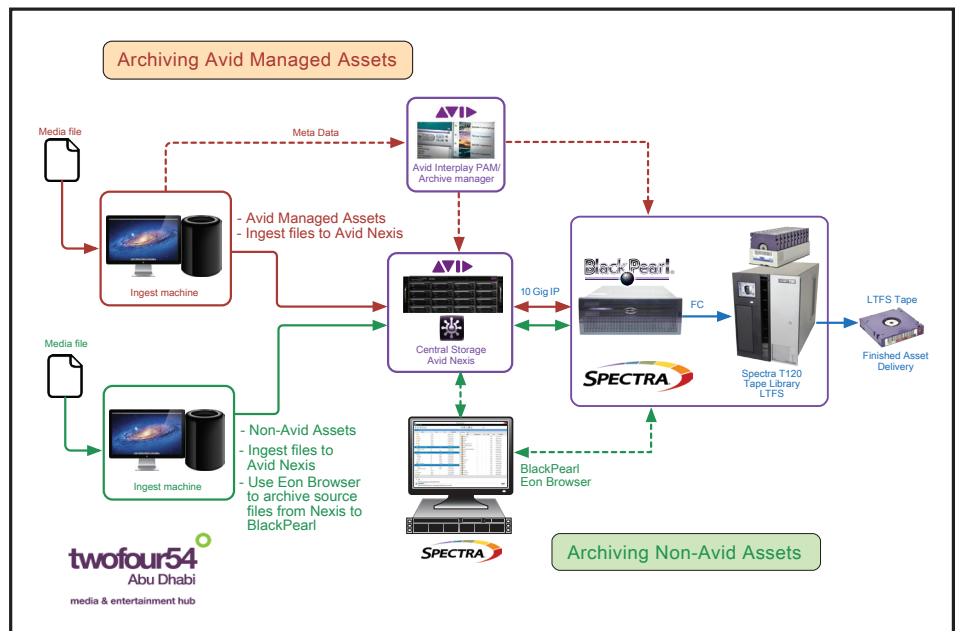
Combined with Avid Interplay | Archive, BlackPearl allows twofour54 to effortlessly manage large volumes of media content directly within Avid Interplay Access. Spectra Logic's BlackPearl integration with Avid Interplay | Archive, along with the Eon Browser, meets all of twofour54's archive and finished asset delivery needs.

## Environment Snapshot

- Spectra BlackPearl
- Avid Interplay | Archive
- BlackPearl Eon Browser
- Cyberduck BlackPearl-certified client
- Spectra T120
- LTO-6 drives and media
- Windows and Mac-based edit suites
- Cisco 4500x & Cisco 6509E Switches

## Why Spectra?

- Tight integration with Avid Interplay | Archive
- Native support for standard-based LTFS
- Cloud based architecture – use of RESTful APIs
- Ease of use & simple integrated workflow to deliver content



## Solution Recap

**Spectra BlackPearl** – To meet the demands of data growth and long-term retention, the Spectra BlackPearl converged storage system enables users to easily store massive amounts of data forever at virtually no cost. Designed for organizations where data is a significant part of their operations, BlackPearl allows data to move seamlessly into tape and disk storage in a way not previously possible. BlackPearl enables users to deploy tier storage that is cost effective, easy to manage and scalable to exabytes of data. With BlackPearl's simple RESTful Spectra S3 interface and embedded media management software, organizations confidently store all of their data forever at costs as low as pennies per gigabyte.

**Spectra T120** – Designed to meet the performance backup and archive requirements of the most demanding small and medium-sized organizations, the Spectra T120 library is easy to use, manage, and maintain. The T120 also integrates with Spectra's BlackPearl enabling users to easily store massive amounts of data forever at virtually no cost. The T120 scales from 30 slots to 120 slots, providing a storage capacity of 1.8PB of compressed data with LTO-7 media. With the ability to install up to 10 half-height LTO-7 tape drives, the T120 offers compressed data transfer rates of up to 25.5 TB per hour. The T120 ensures the highest level of reliability with component redundancy and offers an exceptionally high-performance tape storage solution.

### Spectra Logic Digital Storage Solutions for Media and Entertainment:

Advancements in technology - such as higher definition camera resolutions - contribute to increasing file sizes and unprecedented growth of content within the media and entertainment industry. These changes place increased pressure on storage, infrastructure and budgets. Spectra Logic understands digital archiving challenges and together with key industry partners, offers end-to-end workflow solutions. Spectra solutions are backed by almost four decades of experience and emphasize ease of use, constant access to content and unsurpassed density that can easily scale to millions of broadcast hours.