



CASE STUDY

Global communications group chooses a Spectra solution to enable large-scale, cross-media production

“ The BlackPearl Converged Storage System and Avid integration enabled a seamless production workflow with automated asset management. By leveraging a Spectra tape library as a storage target, this customer achieved capacity and performance with a very low total cost of ownership. ”

Nathan Thompson, CEO, Spectra Logic Corporation



Spectra T120 and BlackPearl Converged Storage System



The Challenge

This organization, the leading creative network within one of the world's largest communications groups, provides strategies and ideas that help brands become unique, irreplaceable, in control and ahead. By producing and delivering multiple content types across all channels, this company enables seamless global brand execution across all markets for a wide range of clients in more than 80 countries.

The firm employs 3,000 professionals in 37 locations across the world to provide cross-media production on a global scale. Generating massive amounts of video content and project files, their team needed a dedicated and scalable web-based solution to enable access to their large-scale content production across multiple stakeholders and networks. Automated asset management, a seamless production workflow, and measurable return on investment were top requirements of their new solution.

The Solution

The company chose a Spectra Logic T120 Tape Library with LTO-6 drives and a BlackPearl® Converged Storage System as part of an AVID PAM-based archive. BlackPearl's tight integration with Avid provides users with an end-to-end solution, streamlining the workflow from ingest to archive. With the addition of EON Browser, IT managers and the FLAME database administrator can use simple drag-and-drop commands to manually move non-Avid, unmanaged assets from local production storage to the BlackPearl platform. An archived copy is then sent to the T120 after a pre-determined number of days.

As an object storage platform, the BlackPearl Converged Storage System provides a central gateway to multiple storage targets, enabling affordable, scalable storage with unsurpassed flexibility for unique environments.

The organization is currently investigating Spectra's developer portal and command-line user interface capability, as it will expand its Spectra Logic solution to include general IT-based workflows across the company in the near future.



CASE STUDY: Global Communications Group

Environment Snapshot

- BlackPearl® Converged Storage System
- Spectra EON Browser
- Spectra T120 Tape Library
- LTO-6 drives and media
- Spectra Logic Certified Media
- Avid Interplay PAM 3.6.1, single bucket
- FLAME 3D Visual Effects Software

Why Spectra?

- Object Storage
- Integration with Avid PAM
- Reputation in Media & Entertainment

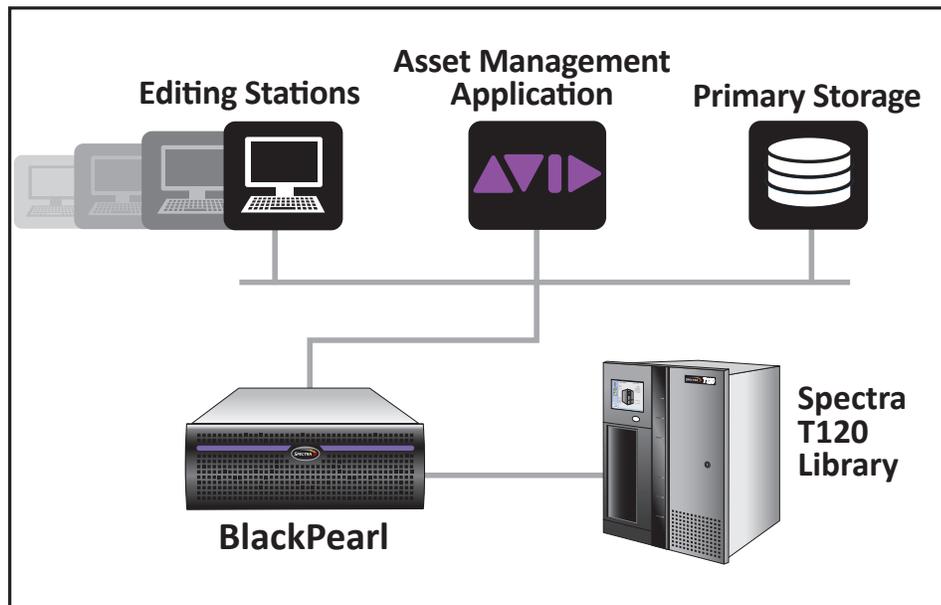
Solution Recap

Spectra BlackPearl Converged Storage System:

BlackPearl provides a modern, simple portal to a multi-tier storage architecture, breaking away from traditional and legacy solutions based on licensing models that drive greater costs when scaling. Designed for organizations where content, data growth and long-term integrity are at the core of their business, BlackPearl allows data to move seamlessly to disk and tape storage, in a way not previously possible. BlackPearl enables users to deploy tiers of storage, even cloud, that are cost effective, easy to manage and scalable to exabytes of data. BlackPearl's simple RESTful API and integrated advanced bucket management (ABM) retains and manages an organization's assets forever at costs as low as pennies per gigabyte.

The Spectra T120:

Exceptionally scalable and flexible, the Spectra T120 tape library is designed to meet all backup, archive and data storage requirements. Scalable from 30 to 120 slots, it stores up to 720TB (1.8PB compressed) of data in just 14U of rack space. With the ability to use up to 10 LTO drives, it can



transfer data up to 10.8 TB/hr. (27 TB/hr. compressed), delivering affordable storage without compromise.

Spectra Certified Media:

Spectra's Certified Media manufacturing process is designed to ensure the most reliable and automated tape storage available. Combined with Media Lifecycle Management (MLM), a Spectra Blue-Scale software feature that proactively monitors over 40 tape media health statistics, Certified Media assures data integrity using an integrated, intelligent and comprehensive set of Data Integrity Verification (DIV) tools. Spectra offers certified media CarbideClean® for both LTO and IBM's TS11XX media.

LTO-6 Drives and Media:

LTO drives and media help maintain or reduce existing footprints by maximizing data density, allowing more data storage. LTO drive specifications include up to 6.25TB compressed capacity, digital speed matching of 40MB to 160MB

per second, data transfer rates of up to 400MB per second; backward compatibility of read/write for LTO-5 media; and backward compatibility of reads for LTO-4 media.

Avid Interplay PAM - Avid Interplay PAM tightly integrates BlackPearl and its policy-driven media tiering to reduce complexities and network congestion. BlackPearl and Interplay simplify workflows by providing users with an end-to-end workflow solution — from ingest to archive. Search, preview and restore, as well as partial file restore options, are all available within Interplay Access. Users can archive non-Avid and unmanaged creative assets with drag-and-drop ease via Eon Browser, Spectra's free and open-source manual client.