

BLIND CASE STUDY – NO
CUSTOMER LOGO TO BE
INCLUDED IN THIS CASE STUDY



“We chose the combination of Rorke Data’s HyperFS file and Aurora RAID 6 appliance because of its extraordinary performance, the overall value of the solution, and the outstanding support we receive...We looked at many other products, but only the HyperFS and the Aurora solution delivers exactly what we need with the performance that gives us a competitive edge.”

– VP of Technology, Media and Entertainment company

Media and Entertainment

Digital workflows put into HyperDrive.

Background

This media and entertainment organization provides extensive services in the post production, content distribution, and home entertainment markets. With facilities worldwide, customers include some of the largest broadcasters, studios, and content creators across the globe.

Challenge

In the content distribution business, performance and reliability are paramount, as customers rely on state-of-the-art formatting, production, and quality-control processes to deliver content on time and on budget. This media and entertainment conglomerate faced a number of critical issues in delivering on that promise across a number of different video formats.

Performance and cost goals were not being met. While workflow production was adequate, it did not have the read/write performance and cost structures the company needed.

The company’s workflow consists of heterogeneous workstations running on Linux, Windows, and Mac OS X platforms. However, their storage configuration did not have the ability for all members of the team to concurrently share files across the workflow. This capability was highly desired to improve workflow production capability, reduce deliver times, and optimize manpower.

The company anticipated the requirement to scale their capacity needs quickly and dramatically, which their existing storage configurations did not allow. At the same time, storage resources were underutilized with some clients having plenty of storage, others not enough, and still others too much. Management of the storage environment was difficult and complex, consuming excessive management time from the storage administrators and IT teams.

Industry

Media and Entertainment

Company Profile

Organization is a multi-billion dollar company that participates in several segments of the Media and Entertainment market. The company must be able to deliver rich media content quickly, cost effectively, and reliably.

IT Environment

- › 1 Windows Server
- › 29 Mac OS X, Windows, and Linux Workstation Clients
- › CLIPSTER® Workstation
- › Applications for Content Distribution and including Ingestion from tape to disk, Pre and Post Image Processing, Encoding, Quality Assurance, Encryption, and Content Delivery

Challenges

- › Reduce overall content deliver storage costs and management complexity
- › Provide continuous, concurrent file access to a workflow comprised of multiple operating system clients
- › Very high read/write throughput performance
- › Highly scalable, modular storage infrastructure to meet anticipated growth
- › Easy to deploy and maintain

Rorke Data Solution

- › HyperFS™
- › Galaxy Aurora RAID

Benefits

- › Substantially lowered storage costs
- › Reduced storage and workflow-storage connectivity complexity
- › Highly scalable “pay-as-you-grow” model – started with 100 TB and already up to 500 TB installed in just a few months
- › Exceeded performance requirements
- › Easy to add and scale new capacity
- › Dramatically improved workflow

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Lastly, a wide variety of software applications are used in their workflow delivery process. Their ingestion from tape, pre and post processing, encoding, QA, titling, encryption, and final content delivery and packaging software all had different performance and storage requirements. At the same time, their existing storage deployment made it exceedingly cumbersome to tune storage to specific application requirements and to insure the appropriate capacity allocation for each application in their workflow.

Rorke Data's Solution

To meet this need, this Media and Entertainment firm deployed HyperFS and Aurora. For them, the combination was able to deliver the high performance, low latency needed for their sophisticated workflow, while simplifying the management of and access to the large numbers of multiple types of files in their workflow. This firm's performance needs were exceedingly high write and read speeds. With the high performance HyperFS file system combined with the outstanding performance of the Aurora RAID 6 configuration, they not only achieved performance more than 15% faster than any competitive product they evaluated, but were able to set up specific volume groups and assign them to specific elements in their workflow. Performance was able to be tuned on an application-by-application basis by varying the performance and data layout settings in HyperFS.

Attracted to HyperFS's ability to support hundreds of Mac OS X, Windows, and Linux clients simultaneously sharing files securely and safely across their content delivery workflow, they have rolled out the HyperFS solution across all their operating system platforms – both client and server and now run over ½ a Petabyte of Aurora based storage. Additionally, they were able to deploy HyperFS with their CLIPSTER solution for DI workflow. By utilizing the HyperFS solution, the media and entertainment firm was able to lower their CLIPSTER storage costs by almost 50%.

The HyperFS file system was integrated with Rorke Data's Aurora SAN appliances with an initial deployment of 100TB. When configured with the HyperFS solution, Rorke Data's rich media storage system provides performance capable of delivering any SD, HD or file resolution their customers require.

The ability to scale storage transparent and without disrupting workflows was important to this company, as well. HyperFS's ability to scale capacity with a pay-as-you-grow design that provides a single global name space supporting up to 144 petabytes (PB) and gigabyte-level transmission bandwidth was critical in their selection of HyperFS. With the HyperFS/Aurora combination, they have already scaled their storage infrastructure to over 500TB in only a few of months. As their storage needs have grown, they have been able to seamlessly add the new storage quickly and non-disruptively. At the same time, the customer is able to manage their complete HyperFS solution from a single management console, reducing complexity and management time.

Business Benefits

The deployment of HyperFS has delivered substantial benefits to this media and entertainment conglomerate's content deliver workflow.

Storage costs have been dramatically lowered with the deployment of HyperFS. With HyperFS they project storage savings of over 50% on their workflow and have already seen savings of almost 50% by using this powerful combination with their CLIPSTER solution.

The HyperFS/Aurora highly scalable, "pay-as-you-grow" model has already benefited them. They have scaled from their 100 TB initial installation up to 500 TB in just a few months and found the ability to easily add and scale new capacity seamlessly a tremendous time savings on workflow downtime.

They also found with HyperFS storage and workflow-storage connectivity complexity was reduced. This made it simpler to manage and configure their storage needs on an application-by-application basis, as well as workstation-by-workstation.

A critical criterion for using HyperFS as the ability to truly enhance their workflow's read/write performance. HyperFS considerably exceeded their performance requirements, outperforming the next closest solution by over 15% on both reads and writes.

In short, with HyperFS this media and entertainment conglomerate significantly improved workflow productivity while reducing workflow costs, while simplifying storage management and enhancing scalability.

Future Plans

The deployment of HyperFS has been so successful for this media and entertainment conglomerate that they will be installing HyperFS over the next 12 months in a number of other locations worldwide. By the end of the year, they anticipate having over 2PB under management by HyperFS: optimizing work flow productivity, reducing costs, and simplifying storage management.

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