

“ We never hesitate at introducing Coolspirit to any customer looking for a Quantum product or solution regardless of whether it is a few dozen media or a complete backup system. Their focus on customer needs is second to none. ”

Ewan Johnson
Quantum Storage UK

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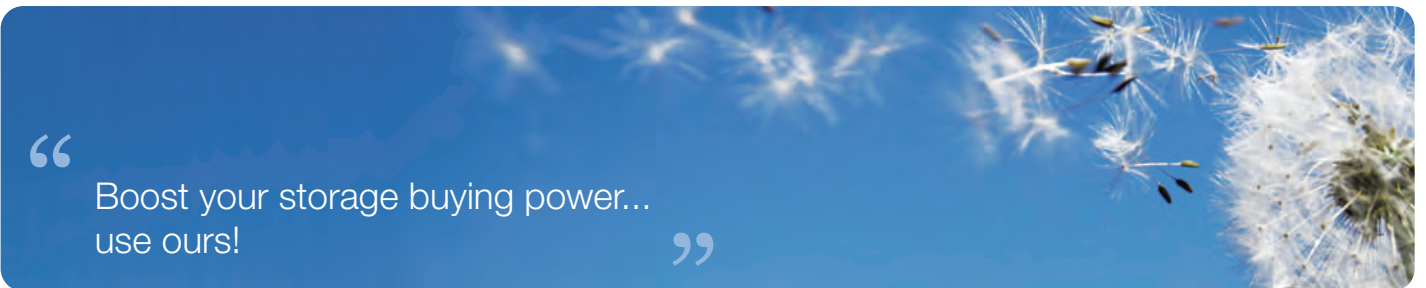
24 The Bridge Business Centre
Beresford Way
Chesterfield
S41 9FG

Get in touch

Call us on: 01246 454222
Email us: web@coolspirit.co.uk
Find us: [View location map](#)
Web: www.coolspirit.co.uk

Office hours

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Quantum StorNext® Gives 24×7 TV Broadcaster Competitive Edge

The success of a media house lies in how quickly its creative team can access video footage, audio files, high-resolution images and other content to get ahead of deadlines and beat the competition. However, a media house's greatest asset – masses of dense digital content – is also an immense challenge in terms of an operation's ability to backup, retrieve and archive data efficiently.

BAG Films & Media, one of India's leading integrated media and entertainment houses, is meeting that challenge head-on with Quantum's StorNext intelligent data management solution. Quantum's StorNext File System, StorNext Storage Manager and a Scalar i500 tape library are helping the media company share data faster across applications, while at the same time building reliable and easily accessible digital archives for fast retrieval and long-term storage and data protection.

THE DEMANDS OF BROADCASTING 24×7

BAG Films & Media recently established News 24, a 24-hour, national news broadcast operation. This initiative is part of a larger plan for launching a series of TV channels in the near future, as well as an effort to earn higher Television Rating Points, the yardstick for success in the highly competitive Indian media industry.

A critical part of running a 24-hour news operation is identifying, cataloging, searching and retrieving video footage whenever needed, ideally with the ability to quickly access specific clips at the click of a button. With 5 to 7 terabytes of video footage data being generated every day, this was becoming a significant challenge at News 24, particularly given that the large repository of video tapes had to be managed manually. In addition, there was no way to search for specific content by browser – which made identifying a particular segment of footage slow and difficult.

"We were experiencing a number of business problems, like slow speed of workflow, high recurring costs and the periodic demand for increases in library capacity," says Suraj Pal, VP Technology, BAG Films & Media.

THE SEARCH FOR A SOLUTION: STRICT CRITERIA

When BAG Films & Media began looking for an answer to their storage problems, their wish list was short but precisely targeted at broadcasting challenges. The company went shopping for a solution that:

- Minimized its overall storage costs, including total cost of ownership for long-term retention of business-critical media;
- Used proven technology in broadcast workflows, enabling BAG to harness economies of scale and the expertise of the IT industry; and
- Enabled productivity improvements, such as automation of archival and restore functions, reduction of time-to-air performance, and greater ability to research any subject for any program.



"Besides technology, another compelling factor that convinced us to implement a Quantum storage solution was Quantum's local presence," Pal said. "Other alternative solution vendors were either supported by overseas resources or were in the developing stage in India. Quantum had the best available support capacity locally, which went a long way in our selection."

Suraj Pal, VP Technology
BAG Films & Media

SOLUTION OVERVIEW

- Quantum StorNext File System
- Quantum StorNext Storage Manager
- Scalar i500 tape library
- Apple Final Cut Server
- Aveco Broadcast Automation
- Omneon video Server

KEY BENEFITS

- Seamless integration into news workflow
- Reduced time to air
- Automation of archival and restore functions
- Better search capability, including Boolean and multi-criteria
- Better browsing capability across entire archived content
- Availability of all content in high-resolution digital format (native)

The ultimate goal: transform the traditional chaotic newsroom atmosphere into a controlled, optimal workflow that would make News 24 faster to air than competing TV channels – which, in turn, would improve its ratings.

CHOOSING QUANTUM

After evaluating various solution options, BAG Films & Media chose to implement a Quantum solution consisting of the Quantum StorNext File System, StorNext Storage Manager, and a Scalar i500 tape library.

The StorNext File System and Storage Manager provide high-performance data sharing and intelligent archiving that are compatible with all industry-standard operating systems, server platforms and storage devices. The Scalar i500 combines a highly scalable design and Quantum's advanced, integrated iLayer™ management features that together deliver flexibility and unrivaled manageability in heterogeneous, data-intensive environments at both the midrange and enterprise level.

Why Quantum? One key selling point was the easy integration of StorNext into the broadcasting infrastructure already in place.

BAG Films & Media has a sophisticated system for managing its workflow and putting its product on the air. The company has a 50-terabyte central production SAN that serves 25 editing clients. Payout from Omneon video servers is controlled by Aveco Broadcast Automation. Facility has Octopus as Newsroom System. Apple Final Cut Server (FCS) acts as the front-end media asset management, which manages metadata, indexing, and proxy generation for browsing of the entire archive content.

"Quantum's StorNext provides native integration with our Apple Xsan environment," said Pal. "There is seamless connectivity to Final Cut Server media asset management (MAM) software, where FCS can perform archive/restore functions at both the file and project level through high-speed fiber connectivity and file system driver integration at the OS level."

Quantum's approach to customer support also played a role in winning the business.

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UP AND RUNNING

The deployment of StorNext took only four days and the solution fits smoothly into BAG Films & Media's existing workflow.

The StorNext-based archival capability allowed the company to archive its entire content natively – i.e., without any transcoding of archived content at any stage. This made StorNext the system of choice for all archival needs across the company. Now the company archives and retrieves their entire Final Cut Pro projects with source content and source files.

StorNext automatically archives data on a Quantum Scalar i500 tape library with LTO-4 tape drives. By storing the data files on these reliable tape drives (instead of primary disk), BAG Films & Media saves on storage costs as well as electricity and cooling because tapes can be retrieved automatically and quickly, as needed.

"With all the content available in digital format, thousands of hours of video footage is now available for editing and browsing at all times," said Pal. "Not having to search through physical video tapes means specific content can be retrieved faster – and that is vital for any media organization that wants to stay ahead of the competition."

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ABOUT QUANTUM

Quantum Corp. (NYSE:QTM) is the leading global storage company specializing in backup, recovery and archive. Combining focused expertise, customer-driven innovation, and platform independence, Quantum provides a comprehensive range of disk, tape, media and software solutions supported by a world-class sales and service organization. This includes the DXi™-Series, the first disk backup solutions to extend the power of data de-duplication and replication across the distributed enterprise. As a long-standing and trusted partner, the company works closely with a broad network of resellers, OEMs and other suppliers to meet customers' evolving data protection needs.

