

Apartment Therapy Media is a digital brand focused on lifestyle, home decor and cooking. Their mission is to help everyone live happy, healthy lives at home.



The Problem

Their main issue was that they didn't have a central storage solution for all their digital assets. Their production team was working off a lot of drives and they knew that wasn't sustainable. They had the added difficulty of backup being done on each production station.

The Solution

By adding the Genesis RX2 and HyperFS the production team was now able to store all of their projects and assets on their central eight seat Adobe Premiere SAN solution. This allowed anyone on the team to access the storage should anything need to be changed once it was delivered. They are also able to archive all projects and final assets on one appliance.

Their entire solution streamlined the post production process and gave them added peace of mind with internal backup.

"The representative from Scale Logic was attentive, knowledgeable and patient in finding the right solution to our unique challenges." stated Annie Carroll, General Manager. She went on to add, "As a small company, we really appreciated that they took their time and walked us through the different options in order for us to make the best decision."

At every step, through the initial call and through the installation, Scale Logic will check in and ensure our customers have all the information and tools needed for the install to be a success.

The Components

- HyperFS client and server licenses
- 48TB 12 bay Genesis RX2
- Installation and support

The Value

"We chose Scale Logic based on a recommendation from a colleague in the industry. We are happy we went with them, given the support and guidance we received throughout the process. We highly recommend working with them, whether you are a huge corporation or a small company."

- Annie Carroll