Customer Highlight: Media Loft

Media Loft is a 100% employee-owned company that produces corporate events across the globe, with account, technical, creative, design, video production and interactive technology services all under one roof.

media loft

Customer Challenge

Their storage platform consisted of Facilis TerraBlock and did not have a global file system. This scattered projects that caused loss in productivity in searching and organization of key media files.

Media Loft needed to capitalize on their customers data by archiving, cataloging, and storing it long-term. Previous methods not only fell short on capacity, but also lacked data integrity and organization. Several outages in online storage access risked losing customer confidence due to deadlines being missed. Their entire solution did not meet current standards for data retention, stability, scalability, and support.

The Solution

Media Loft contacted Scale Logic to design a new infrastructure that would increase productivity and safety through new RAID storage, a co-location back-up solution and integration of FlavourSys's Strawberry as the media asset manager for organization.

Replacing the TerraBlock solution with the single scalable HyperFS file system and Genesis RX2 RAID storage system not only gave them seamless data flow but provided the data throughput for a huge amount of high-definition video streams and data file copies.

The Strawberry workflow for Adobe Premiere greatly enhanced the editorial staff's organization, search ability and project workflow that included editor driven archive and retrieval. This entire process saved hundreds of hours of data wrangling and other searching tasks related to customer projects.
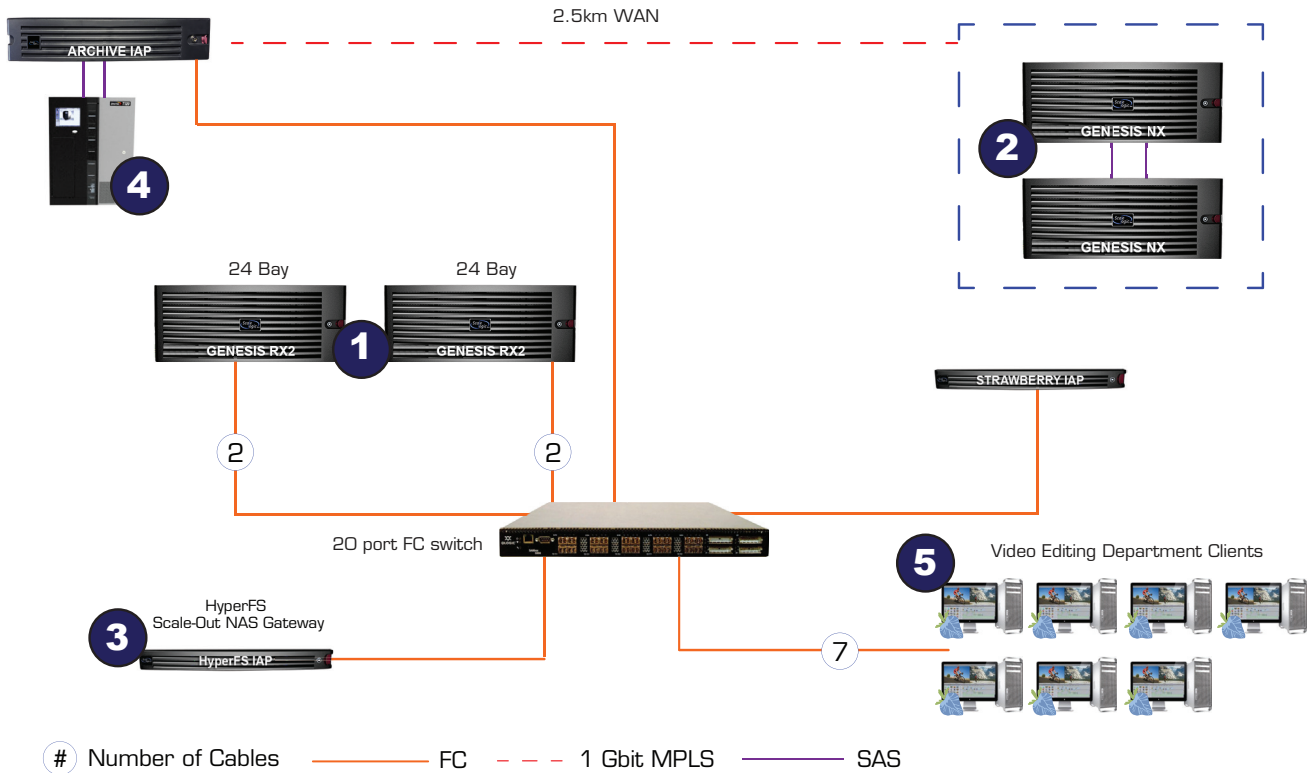
The Genesis NX backup system provided an economical and large-capacity solution in a co-located environment that is accessible and protected through a dedicated 1Gbit MPLS connection. This provide peace-of-mind and a stable back up strategy.

The Components

- *Two 24 bay Genesis RX2 Online RAIDs - 194TB Capacity*

- *36 bay Genesis NX NAS with a 36 bay Genesis NX JBOD - 288TB Capacity*

- *1U Strawberry IAP PAM Server*

- *7 Strawberry clients*

- *1U HyperFS IAP SAN Metadata Server*

- *2U Archive IAP Server*

- *Spectra Logic LTO-6 Tape Library*

- *QLogic FC Switches*

- *Scale Logic Sync Software*

How we did it

We started out with a discussion of their applications, data workflow and data retention demands. This allowed us to create a plan for the recommended components that not only met technology requirements, but also allowed us to meet their budget requirements. The pre-install process plans, integration timelines, data migration processes, training scheduling, and the post-install support engagement protocols were implemented to ensure the solution met and continues to meet customer demands.

2.5km WAN

ARCHIVE IAP

4

2 GENESIS NX

GENESIS NX

24 Bay   24 Bay

GENESIS RX2   **1**   GENESIS RX2

STRAWBERRY IAP

2   2

20 port FC switch

5 Video Editing Department Clients

HyperFS
Scale-Out NAS Gateway

3 HyperFS IAP

7

Number of Cables ——— FC – – – 1 Gbit MPLS ——— SAS

1 *Primary Storage*

2 *Co-located Spinning Disk Backup*

3 *HyperFS Server*

4 *LTO Tape Archive and Server*

5 *SAN Editing Workflow with Strawberry Project Asset Management*

Conclusion

The entire project was branded "Haystack" to describe the new global namespace that would control the data both for editing, back up and archive. This eliminated comments like, "Searching for our data is like looking for a needle in a haystack", as Strawberry now controls all media with searchable proxies. Each night the production data is synced to the co-lo facility guaranteeing safety and security of all assets.