

## Customer Highlight: The Minnesota Timberwolves and Minnesota Lynx

Beginning with the team's expansion debut in 1998, the NBA's Minnesota Timberwolves (and later the five-time WNBA world champion Minnesota Lynx) have given generations of Minnesota basketball fans an abundance of hometown pride.

Both teams play a total of 126 games each season, and the teams' in-house media production facility records and archives 1000s of hours of video footage each year. The content is then used for in-game promotions, advertising, social media and b-roll packages for national networks airing games.



### The Challenge: Streamline Storage and File Management

When the teams transitioned from tape to digital, the file-transfer process had left many assets disorganized and hard to access. Files were being stored on individual editors' computers, with some on shared servers. Director of Broadcast and Video Technology, Erik Nelson, tried transitioning the files to shared 10TB servers, but with so much content being generated, these servers ended up full after just one season. What's worse, much of this data was not secured or backed up, and multiple servers had to be swapped out as the teams moved from season to season.

### The Solution: Scale Logic Genesis Unlimited

The Genesis Unlimited is a media-centric shared storage application platform that has been developed specifically for dealing with the complexity and demand of high-performance workflows. Genesis Unlimited allows a simple, straightforward integration into editing applications from Avid, Adobe Premiere, Final Cut Pro, Resolve and many other content creation and distribution applications. This appliance is ideal for small to medium-sized creative workgroups looking for a stable and scalable SAN without all the infrastructure hassle.

### With its massive SAN, Genesis Unlimited allows the Timberwolves and Lynx to collect and store thousands of hours of footage without expunging or transferring data for up to five seasons.

The teams also installed a media asset manager (MAM) from Cantemo, which runs alongside the file system as a part of the overall workflow. The MAM helps the teams manage their archives and their workflows, including editorial workflows, enabling them to begin archiving past seasons and have a more searchable, tag-able way to store footage on the Scale Logic SAN.

The teams are also using the Cantemo Rules Engine, which is a business process management (BPM) solution that automatically triggers workflows based on system/user events and is fully integrated with the Scale Logic storage platform.

The Genesis platform has outperformed expectations, allowing up to six editors to work simultaneously without lag or delay. Going from a new server each season to Genesis has allowed the Timberwolves and Lynx to easily access past footage and work toward a more searchable future with its MAM.

"Scale Logic has been tremendous to work with," Nelson says. "Their high level of service, engagement and problem-solving makes it easier for me to focus my attention on creating and distributing content, not managing storage and workflows. Their responsiveness to any issue is incredible, and the Scale Logic team has even come onsite several times for additional training for me and my team. From consultation to implementation to ongoing support, Scale Logic is a truly valuable technology partner for the Timberwolves and Lynx."

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