



CASE STUDY
Multimedia

350
live events

695
recorded events

30'
cylindrical
video billboard

NetApp Corporate Multimedia Depends on NetApp Platforms to Meet Video Production, Display, and Delivery Demands

As the data authority for hybrid cloud, NetApp offers a full range of hybrid cloud data services to simplify management of applications and data across cloud and on-premises environments. NetApp is a fast-paced company with more than 10,000 employees and more than 150 field sales offices in about 47 countries. Increasingly, the company's technologies are featured in dedicated media workflows, from animation rendering and news production to internet media services and TV anywhere, anytime applications. NetApp relies on video as its communication medium of choice for new product launches, customer testimonials, sales and technical training, and corporate all-hands meetings for employees.



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“Today there is more emphasis on how to create, manage, and deliver digital content more efficiently without the fear of losing any data. NetApp solutions are at the forefront in managing and protecting all of our media assets.”

Ed Cho
NetApp Senior Multimedia Architect

MORE CONTENT, LESS TIME

The NetApp IT Multimedia Group is responsible for the vast majority of the company’s video productions. Each year the team produces more than 350 live events and nearly double that number of recorded productions for internal teams and organizations.

The team operates an on-site professional studio adjacent to their postproduction environment. The studio is configured with four cameras and a permanent hard-cyc green screen to accommodate the throughput of the studio.

Before installing the NetApp solutions, the media team captured its programming content in the studio in legacy digital recording optical-disc format. Content then had to be manually transferred into an individual edit station one disc at a time. This process tied up an edit station for 3 to 4 hours and required all the content to be ingested and transferred before any postproduction work could begin. Plus, access to the recorded media was limited to that one particular editing station.

NETAPP STORAGE INCREASES PRODUCTION THROUGHPUT

NetApp EF/E-Series storage systems are used by broadcasters to record and play hundreds of channels concurrently and by post production facilities working in 4K, 6K, and 8K resolution. The NetApp Media Group works primarily in Pro-Res HQ, 4:2:2 (at 220Mbs), so the EF/E-Series systems have plenty of headroom leftover after providing for 12 input streams and 8 playout streams. Video can be recorded from the several acquisition areas on the Sunnyvale campus and played out to the entire production workgroup concurrently. The ingest process is a fully automated and integrated part of the media asset management and workflow automation.

Currently [NetApp HCI](#), running [NetApp ONTAP® Select](#), hosts ancillary media processing applications and allows video rendering during postproduction. This makes it easy for media contributors and reviewers across the company to share files across

CHALLENGE

- Meet the growing demands and shrinking timelines of the NetApp corporate media group
- Reduce turnaround times for multicamera live events, live broadcast events, scripted studio and video productions, and other projects
- Manage the growth of a burgeoning media library

THE NETAPP SOLUTIONS

- NetApp® EF/E-Series storage systems and StorageGRID® object-based storage solution for production
- NetApp HCI for application hosting and video rendering
- NetApp AFF and StorageGRID for enterprise-level storage tiering and long-term archiving

BENEFITS

- Immediate content edit-while-ingest across the entire workgroup
- More content produced in less time across more devices
- Multiplatform delivery of finished content
- Highly resilient long-term archiving of production materials, finished programs, and applications

the corporate network. The NetApp HCI system acts as a gateway, straddling NetApp's corporate network and the media group's private AV network. This system allows the media group to approve content and move it onto the AV network for further production or final distribution.

NetApp HCI also hosts a content management system on the Cloud Theater, an impressive 12-foot-high, 30-foot-diameter cylindrical video billboard in the NetApp Data Visionary Center. The surfaces are made of PixelFlex panels, turning the entire cylinder into a seamless high-quality video display. Both scheduled and manually triggered content are displayed and controlled by software running on NetApp HCI.

The media team expects that their asset management system will run on virtual machines over time and that they will be able to host their media management and processing applications on NetApp HCI. The team is drawn by the flexibility and compute elasticity of the NetApp HCI system, which allows burst processing when needed.

NetApp StorageGRID, software-defined object storage, is used for long-term archiving and disaster recovery. The solution allows data to be archived across multiple locations and data centers and has the ability to scale up or down based on media consumption.

CORPORATE VIDEO COMMUNICATIONS BUILT ON SHARED STORAGE

“Advances in camera technology, video compression, graphics acceleration, and ever-more-capable editing, compositing, and graphics software all make the finished production more polished,” says Senior Multimedia Program Manager Mike Tyler. “But it’s the storage and network infrastructure behind the scenes that allows corporate video communications teams to produce more content, in less time, and deliver it to more devices.” Storage systems that are flexible, reliable, and fast are crucial requirements in managing and protecting large video libraries.

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