



SUCCESS STORY

Media and
Entertainment



RED BEE | PROBLEM SOLVED

Red Bee Media needed a fresh approach that would enable its growing customer base to get content to market more quickly and reliably.

Red Bee Media Transforms Media Management on a Global Scale

Every day, people on all continents watch television programs, live sports, and on-demand content that are prepared, managed, and broadcast by Red Bee Media. This managed service powerhouse relies on Pixit Media PixStor software-defined storage and NetApp® E-Series storage arrays to efficiently and securely manage millions of assets and complex workflows across its entire broadcast chain. This combined solution speeds time to market for Red Bee Media's clients and helps give audiences the richest viewing experience on any screen.

In partnership with:

pixitmedia

2.7M

hours of content
streamed each year

53GBps

throughput

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 **NetApp®**

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—Steve Penney
Head of Infrastructure, Red Bee Media

The world’s leading media brands count on Red Bee Media to deliver the highest quality broadcast services, to adapt rapidly to meet changing needs, and to launch new channels fast. Meeting the diverse and bespoke requirements of a growing client base alongside huge content growth and security commitments requires a fast, agile, and reliable infrastructure.

BIG CHALLENGES, BIGGER ASPIRATIONS

With ambitions to push channels to air in minutes rather than days and to provide a commercially competitive model to the market, Red Bee needed a fresh approach—to both its infrastructure and its thinking. The company needed to break free from restrictive proprietary technology and the sprawl of complex stacks to manage file flows more efficiently and securely, while enabling the business to scale at pace.

To deliver on this vision, Red Bee turned to storage solution provider Pixit Media to help transform every workflow. Red Bee has harnessed the power, flexibility, and scalability of PixStor high-performance software-defined storage with NetApp E-Series storage arrays and

its own team’s unrivaled workflow knowledge. With the PixStor on NetApp E-Series solution, Red Bee efficiently and securely manages the flow of millions of media assets, including high-quality, uncompressed video streams. It also orchestrates demanding workflows to cater to clients’ needs on a global scale.

DELIVERING DATA WHEN AND WHERE IT IS NEEDED

Red Bee’s entire media services chain—playout, postproduction, media management, quality-assurance compliance, video on demand, and live streaming—is supported by PixStor.

“In media environments like our own, it’s critical to have a storage system that delivers total reliability, guaranteed speed, and real flexibility,” said Steve Penney, head of infrastructure at Red Bee Media. “PixStor with NetApp was the natural choice for us. It has been designed from the ground up for the most demanding media workloads; it’s proven to deliver whatever you throw at it, and it scales to keep our business agile.”

With this proven high-performance storage solution deployed across

four locations in the United Kingdom and Sweden, Red Bee can easily deliver 2.7 million hours of content each year. It can also manage petabytes of data and billions of files, all under a single global namespace for complete visibility and control. The solution provides enterprise-grade reliability and guaranteed sustained performance (up to 53GBps throughput) so that data is available to users wherever and whenever they need it. Red Bee’s complex workloads are handled with confidence even at 99% capacity.

With its new unified storage environment, Red Bee can escape the constraints of proprietary vendor lock-in and eliminate the complexity and expense of vast estates of disparate storage silos across its sites. With the PixStor user-friendly interface, Red Bee can automatically orchestrate workflows as part of the storage system. Tools and analytics that are accessible through the PixStor interface put Red Bee in full control of deployment and costs. With this future-proof, scalable storage infrastructure, Red Bee can meet growing demands, onboard clients easily, and launch new channels in hours.

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Uncompromising Security and Agility

As a managed services provider, Red Bee views security as being of paramount importance. It must comply with both industry and regulatory standards, as well as meet clients’ contractual requirements, securely protecting to the highest level the valuable media assets that the company manages. With the Pixit and NetApp solution, secure containers can be spun up and down in the PixStor storage fabric, without physical stacks or compromise to performance or the bottom line.

KEEPING THE MEDIA FLOWING

Designing and delivering a digital transformation of this scale and complexity have inevitably raised some unforeseen challenges for Red Bee’s project team. This aspect is where Pixit Media’s consultative approach, workflow expertise, and 24/7 solution support services have proved invaluable.

“Whenever we hit a problem, Pixit had specialists on hand to dive in and figure out how to get it resolved,” says Penney. “With so many other storage companies, you just get a product force-fitted into requirements and have to find your own solution to deliver what’s really needed. With Pixit, they have worked with us from the start to define and scope our requirements. Whenever we have hit a technical issue or compromise, they have the know-how to get us through the maze and back on track.”

With Pixit Media’s team working as an extension of its own, Red Bee can free up its technical resources and focus on its operations and client requirements. And with Pixit Media’s 24/7 support and rapid issue resolution with a single point of contact across the multivendor solution, Red Bee can achieve maximum system availability and minimal downtime.

PARTNERING FOR SUCCESS

For Red Bee, the relationship with its storage provider is as crucial as the technical solution itself. Charting new territory, Red Bee wanted a partner to support the company throughout its journey and to add real value. Pixit Media stepped up from day one. And as a trusted partner, Pixit continues to work with Red Bee to improve working practices and to manage technical updates to strengthen Red Bee’s compelling managed service offering.

“With PixStor, we have a proven, highly resilient storage architecture upon which we can rely,” says Dave Travis, chief product and technology officer at Red Bee Media. “Combine this with Pixit Media’s consultative approach, access to their workflow experts, and 24/7 support services, we also have a responsive technology partner to help us reap the benefits and opportunities of a fully IP media environment. They always have our back, and they’re a great team to work with.”



SOLUTION COMPONENTS

NETAPP PRODUCTS

NetApp E-Series E5760 hybrid flash system

PIXIT MEDIA PRODUCTS

Pixit Media PixStor software-defined storage

OTHER PRODUCTS

Mellanox 100GbE networking

Excelero NVMesh software-defined block storage

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