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"We chose the HyperFS™ file system from FalconStor because of its extraordinary performance, the overall value of the solution, and the outstanding support we receive... We looked at many other products, but only the HyperFS solution delivers exactly what we need with the performance that gives us a competitive edge."

– VP of Technology, Media and Entertainment Conglomerate

Leading Media and Entertainment (M&E) Conglomerate

Renowned global M&E conglomerate improved workflow productivity and reduced workflow costs with HyperFS, while simplifying storage management and enhancing scalability

Background

This well-known media and entertainment (M&E) organization provides extensive services in the post-production, content distribution, and home entertainment markets. With facilities worldwide, customers include major film studios and content creators in Hollywood and across the globe.

Challenge

In the content distribution business, performance and reliability are paramount, as customers rely on state-of-the-art formatting, production, and quality-control processes to deliver content on time and on budget. This M&E conglomerate faced a number of critical issues in delivering on that promise across a number of different video formats. Namely, performance and cost goals were not being met. While workflow production was adequate, it did not have the read/write performance and cost structure the company needed.

The firm's workflow consists of heterogeneous workstations running on Linux, Microsoft Windows, and Mac OS X platforms. However, the storage configuration did not allow all members of the IT team to concurrently share files across the workflow.

The company anticipated the need to scale capacity quickly and dramatically – another capability that the existing storage configuration did not provide. In addition, storage resources were unevenly utilized, with some clients having adequate storage, others not enough, and still others too much. Management of the storage environment was difficult and complex, consuming excessive time from the storage administrators and IT teams.

Lastly, a wide variety of software applications are used in the workflow delivery process — including pre- and post-processing, encoding, QA, titling, encryption, and final content delivery and packaging software — and all have different performance and storage requirements. The company's existing storage deployment made it exceedingly cumbersome to tune storage to specific application requirements and to ensure the appropriate capacity allocation.

FalconStor Solution

The firm chose the HyperFS™ file system from FalconStor based on the product's ability to support hundreds of Mac OS X, Microsoft Windows, and Linux clients simultaneously, sharing files securely and safely across the content delivery



Industry

Media and Entertainment (M&E)

Company Profile

Organization is a multi-billion dollar company that participates in several segments of the M&E market. The company must be able to deliver rich media content quickly, cost effectively, and reliably.

IT Environment

- > 29 Mac OS X, Microsoft Windows, and Linux Workstation Clients
- > CLIPSTER Workstation
- > Applications for content distribution including ingestion from tape to disk, pre- and post-image processing, encoding, quality assurance (QA), encryption, and content delivery

Challenges

- > Reduce storage costs and management complexity
- > Needed continuous, concurrent file access to a workflow comprised of multiple operating system clients for encoding
- > Required high read/write throughput performance

FalconStor Solution

- > HyperFS™ File System

Benefits

- > Lowered storage costs, including reducing CLIPSTER storage costs by 50%
- > Reduced storage and workflow storage connectivity complexity
- > Highly scalable "pay-as-you-grow" model enabled firm to quadruple storage within several months
- > Exceeded performance requirements
- > Improved workflow productivity and optimized manpower while reducing workflow costs

workflow. HyperFS delivers the high performance and low latency that the customer needs, while simplifying the management of and the ability to access large numbers of assorted file types in the workflow. In addition, HyperFS provides exceedingly high read/write speeds. During the evaluation phase, HyperFS performed more than 15% faster than competitive products. In addition, it allows the company to set up specific volume groups and assign them to specific elements in the workflow. Performance can be tuned on an application-by-application basis by varying the performance and data layout settings. The ability to scale storage transparently and without disrupting workflows was important to the company as well. All of these factors led to the decision to deploy the FalconStor solution.

Deployment Details

The M&E firm has rolled out the HyperFS solution across all of its operating system platforms – both client and server. The HyperFS file system was integrated with Rorke Data Aurora SAN appliances with an initial deployment of 100TB. When configured with the HyperFS solution, Rorke Data's rich media storage system provides performance capable of delivering any SD, HD, or file resolution that its customers require.

The ability to scale capacity with a “pay-as-you-grow” design that provides a single global name space supporting up to 144 petabytes (PB) and gigabyte-level transmission bandwidth is a critical part of the HyperFS deployment. With the combination of HyperFS from FalconStor and Aurora SAN appliances from Rorke Data, the customer has already scaled its storage infrastructure to over 400TB in only a few months.

About FalconStor

FalconStor Software, Inc. (NASDAQ: FALC), the provider of TOTALLY Open™ Data Protection solutions, delivers the most comprehensive suite of products for data protection and storage virtualization. Based on the award-winning IPStor® platform, products include the industry-leading Virtual Tape Library (VTL) with integrated data deduplication, Continuous Data Protector (CDP), Network Storage Server (NSS), and File-interface Deduplication System (FDS), each enabled with WAN-optimized replication for disaster recovery and remote office protection, and the HyperFS™ file system. Our solutions are available from major OEMs and solution providers and are deployed by thousands of customers worldwide, from small businesses to Fortune 1000 enterprises.

Business Benefits

The deployment of HyperFS has delivered substantial benefits to this M&E firm. From a read/write performance perspective, HyperFS has exceeded the company's performance requirements. In addition, storage costs have been dramatically lowered, with additional projected savings of over 50%. By utilizing the HyperFS solution with the CLIPSTER solution for DI workflow, the firm has already lowered its CLIPSTER storage costs alone by almost 50%.

As storage needs have grown, the firm has been able to seamlessly add new storage quickly and non-disruptively, saving a great deal of time. The storage and workflow-storage connectivity of HyperFS makes it easy for the customer to manage and configure its storage needs on an application-by-application basis, as well as on a workstation-by-workstation basis. Furthermore, the customer can manage the entire HyperFS solution from a single management console, saving even more management time and reducing complexity.

Future Plans

The deployment of HyperFS has been so successful, that the customer plans to install HyperFS in a number of other locations worldwide over the next 12 months. By that time, the customer anticipates having over 2PB under management by HyperFS, which will further optimize workflow productivity, reduce costs, and simplify storage management.