

Quantum.

Lennar Implements End-to-End Quantum Solutions for Corporate Video Production



CASE STUDY

As a leading U.S. home builder, Lennar Corporation regularly produces videos to promote the company's work, train employees, and more. To help streamline video production, the Lennar marketing team relies on an end-to-end Quantum StorNext storage environment that provides the performance, reliability, and integrated asset management capabilities required for delivering engaging videos efficiently.

Lennar Corporation has been building quality homes in the United States since the 1950s. Today, the company is focused on simplifying the entire home-buying experience. Lennar helps customers sell their current homes, pre-qualify for mortgages, and navigate the closing process for new properties.

Video plays a key role in helping the company reach potential customers, communicate with investors, and train a distributed workforce. "Our executives might have a new idea for a video, and our marketing team is responsible for translating that idea into compelling content," says Allan Carnevale, marketing manager and audio engineer at Lennar.

The company captures footage in a variety of locations across the country but edits and produces videos from the company's headquarters in Miami. "We need a central repository for storing and editing all the video data we are collecting," says Carnevale.

LENNAR[®]



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Allan Carnevale
Marketing Manager and Audio Engineer
Lennar Corporation



SOLUTION OVERVIEW

- Quantum StorNext® File System
- Quantum H2000 Series
- Quantum H4000 Series
- CatDV Asset Management
- AEL500 Tape

KEY BENEFITS

Accelerated production workflows with high-performance storage.

Simplified searches for existing video clips with integrated asset management.

Addressed evolving business and technology needs with a flexible and scalable storage platform.

Gained a reliable storage solution backed by responsive support from a single vendor.

“Even though we’re a home building company, we are still creating videos on a weekly basis. So, speed is of the essence. With CatDV, we can find and grab clips fast, which lets us deliver videos rapidly.”

Allan Carnevale

Marketing Manager and Audio Engineer, Lennar Corporation

Centralizing Storage with Quantum

Lennar has used Quantum storage solutions for more than a decade to provide a robust, reliable, and centralized storage environment for video production. “Initially, the company chose Quantum to gain a single platform for ingesting video from numerous cameras. Quantum StorNext was the best platform then—and now,” says Carnevale. “Quantum is the center of our workflow. Everything we film eventually ends up in the Quantum environment.”

Lennar’s system integrator, LH Computer Services, was instrumental in selecting Quantum and has helped Lennar augment the StorNext environment over time. Additionally, Lennar uses Quantum’s AEL500 to archive their content to tape.

“Quantum offers a one-stop shopping approach to managing media workflows, whether our client is producing video for sports, corporate communications, entertainment, or something else,” says Doug Cole, owner of LH Computer Services. “With Quantum, you have one solution for managing all of your content under the StorNext file system.”

Boosting Storage Performance with the Quantum H-Series

Years ago, Lennar implemented Quantum Xcellis® workflow storage, powered by StorNext. Recently, the company worked with LH Computer Services to install a Quantum H4000 Series high-performance hybrid storage appliance.

“Our storage solution needs to be fast,” says Carnevale. “When I’m editing, I need to pull content from the server as quickly as possible so I can complete edits rapidly.”

H-Series storage combines high performance and low latency with flexible network connectivity. “The Quantum H-Series storage easily integrated into Lennar’s current Fibre and IP networks,” says Cole. “The migration from the original Xcellis system to the new system was seamless.”

Accelerating Content Searches with CatDV Asset Management

Lennar also incorporated CatDV Asset Management from Quantum to simplify the process of finding older content in the repository. “Sometimes you need to find a specific shot that was filmed several years ago,” says Carnevale. “With CatDV, our editors can easily search for shots from directly within Adobe Premiere Pro. If you need a shot from a drone flying around a construction site, you can find it in a heartbeat.”

Editors can now experiment more with a range of shots. “As an editor, you have to see what works and what doesn’t,” says Carnevale. “CatDV lets us find the best shots for each video rapidly.”

The asset management solution is helping dramatically reduce production time. “Even though we’re a home building company, we are still creating videos on a weekly

basis. So, speed is of the essence,” says Carnevale. “With CatDV, we can find and grab clips fast, which lets us deliver videos rapidly.”

The addition of CatDV helped complete the end-to-end Quantum solution. “Lennar has metadata controllers with storage underneath all connected with Fibre and IP. The team archives to Quantum’s Scalar tape system through CatDV,” says Cole. “Lennar truly has a single video production workflow, from ingest to archive, all managed by Quantum.”

Transitioning to a New Facility Without Issues

The Lennar team recently made the move to a new state-of-the-art facility for video production, equipped with a full studio along with editing suites. “We now have everything we need to do our job in the most amazing way,” says Carnevale.

With help from LH Computer Services and Quantum, the move went smoothly. “We completed the migration without any hiccups,” says Cole. “The Lennar team was up and running again with the Quantum environment in no time.”

Relying on a Single, Responsive Vendor

Storage reliability and support are critical for the Lennar marketing team, especially since the team’s focus is content creation, not IT management. “I need to know that this system will be up and running 24/7,” says Carnevale. “And if something does go wrong, I want to be able to call somebody and access support right away. With this solution, I know I can call LH Computer Services—or Quantum directly—to get help fast.”

“Over the years, Quantum support has been outstanding and provided excellent response times. This relationship continues to be a great partnership for me and my clients.”

Doug Cole
Owner

LH Computer Services

ABOUT LH COMPUTER

LH Computer Services is a reseller and integrator specializing in data storage and protection solutions. Established in 1991, they have been providing world-class storage solutions to customers for many years. They provide comprehensive solutions, drawing on the best-of-breed hardware and software from multiple manufacturers. LH Computer Services prides itself on building solid relationships with customers, to prove invaluable to organizations by providing excellent service before, during and after the sale. Whether the need is networked storage, tiered storage, data lifecycle management, backup/restore, disaster prevention and recovery, compliance or security, LH Computer Services can help.



Working with a single vendor greatly simplifies issue resolution for the system integrator as well. “We don’t have to deal with multiple vendors for troubleshooting,” says Cole. “Over the years, Quantum support has been outstanding and provided excellent response times. This relationship continues to be a great partnership for me and my clients.”

Preparing for Continued Multimedia Growth

As Lennar continues to grow, the marketing team will likely see increased demand for multimedia content. With the Quantum solution in place, the team has the storage resources to meet that demand, delivering high-quality video quickly and efficiently. “Quantum provides not only the right tools but also the right people to address your needs,” says Carnevale. “This is a solution for everyday use and long-term growth.”

“Quantum offers stability, reliability, and scalability that are perfect for Lennar and will continue to be so in the future,” says Cole. “I’m fully confident that Lennar will be a Quantum customer for years to come.”

ABOUT LENNAR

Founded in 1954, Lennar Corporation is one of the leading builders of quality homes in the United States. The company builds affordable, move-up, and active adult homes primarily under the Lennar brand name. At the same time, Lennar offers a full range of mortgage financing, title, and closing services. Through LMF Commercial, the company also originates mortgage loans secured by commercial real estate properties throughout the United States.

Quantum

Quantum technology, software, and services provide the solutions that today’s organizations need to make video and other unstructured data smarter – so their data works for them and not the other way around. With over 40 years of innovation, Quantum’s end-to-end platform is uniquely equipped to orchestrate, protect, and enrich data across its lifecycle, providing enhanced intelligence and actionable insights. Leading organizations in cloud services, entertainment, government, research, education, transportation, and enterprise IT trust Quantum to bring their data to life, because data makes life better, safer, and smarter. Quantum is listed on Nasdaq (QMCO) and the Russell 2000® Index. For more information visit www.quantum.com.

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