



CASE STUDY

Hogarth Worldwide Standardizes on Quantum Storage for its Rapidly Growing Global Business

Hogarth Worldwide is a fast-growing global business that produces compelling advertising and marketing content across all media types for some of the world's leading brands. Since 2009, Hogarth has relied on the Quantum StorNext platform to support a variety of production, post-production, and other critical video workflows. A recent initiative to consolidate IT infrastructure within each global location has led the company to standardize on Quantum storage solutions across all of its business divisions.



HOGARTH

FEATURED PRODUCTS



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Steven Butler

Global Head of Production Workflow and Engineering,
Hogarth Worldwide



“By standardizing on Quantum solutions powered by StorNext, we can support all stages of our data management lifecycle and address the unique needs of each of our business divisions.”

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SOLUTION OVERVIEW

- Quantum StorNext® file system
- Quantum Xcellis® workflow storage
- Quantum QXST™ hybrid storage
- ActiveScale object storage

KEY BENEFITS

- **Consolidated IT by standardizing** on workflow-optimized Quantum solutions.
- **Simplified deployment and reduced costs** by selecting IP-based storage.
- **Facilitated team collaboration** by having multiple site access to content repositories.
- **Streamlined backup capabilities** by combining file system functionality with object storage.

In just over one decade, Hogarth expanded from a small startup to a robust global business with thousands of employees across more than 20 cities. Today Hogarth is part of WPP—the world’s largest advertising company.

Supporting such a staggering level of growth in a business that is constantly facing tight production timelines requires not only operational agility, but also a strong technology foundation that can scale as quickly as the business requires. To this end the Quantum StorNext platform played a key role in supporting the company’s increasing number of content workflows almost since the beginning. “We’ve been using Quantum StorNext for our broadcast business for many years,” says Steven Butler, Global Head of Production Workflow and Engineering at Hogarth Worldwide. “But until recently, we used Windows-based systems with storage from other vendors to support print and digital production.”

As the company continued to grow and expand across the globe, it became apparent that a unified, more homogenous business model would be required to keep multi-site operations as collaborative and streamlined as possible. A new “campus” IT initiative from parent company WPP led Hogarth to consider moving to a single platform across all of its business divisions. “WPP wanted to consolidate in each of its global cities,” says Butler. “So it was time to reevaluate storage.”

SIMPLIFYING IMPLEMENTATION AND ENHANCING SECURITY WITH ETHERNET

As part of the campus consolidation initiative, Hogarth decided to standardize on IP-based connectivity for its IT infrastructure. “We knew each of the new campuses would already have Cat 6 cabling in place, so it made sense to stick with Ethernet rather than installing fiber,” says Butler. “Ethernet also enables us to achieve a better logical separation of data compared

with Fibre Channel. As a result, we can provide better security for our clients.”

The IT group recognized that Ethernet would help simplify management and administration of storage across multiple business divisions, as well as make it easier to scale the number of users accessing content from each site.

“With Ethernet, we can support broadcast workflows in the same way we support print and digital production workflows,” says Butler.

The company’s storage solution would need to offer Ethernet connectivity. But also having an option for Fibre Channel connectivity could provide additional flexibility for making changes in the future should they have a workflow that required the specific performance attributes of that networking type.

STANDARDIZING STORAGE ACROSS BUSINESS DIVISIONS WITH QUANTUM

After evaluating a range of solutions from multiple vendors, Hogarth decided to standardize on Quantum storage. “The StorNext platform and Storage Manager tool are the killer features for us,” says Butler. “With StorNext and Storage Manager, we can implement a very flexible data protection model that taps into the performance and scalability of object storage.”

Support for both NAS and SAN connectivity also made Quantum a clear choice based on the ability of StorNext to provide coordinated client accessibility to content across both networking architectures. The Hogarth team decided to replace hardware from a variety of other vendors with Quantum solutions. “We recognized that we could continue to take advantage of StorNext—as we have for years—and use the Ethernet network that will be already in place in all of the campus locations,” says Butler.

Hogarth is drawing from Quantum’s workflow optimized solution portfolio to create multi-tier environments that span broadcast, print, and digital production. “By standardizing on

Quantum solutions powered by StorNext, we can meet our requirements for data protection and preservation while at the same time addressing the unique needs of each of our business divisions,” says Butler.

When building out a new Global Delivery Centre in Chennai, India, the company deployed Quantum Xcellis Workflow Director nodes plus two volumes of Quantum QXS hybrid storage—one larger, faster volume for online broadcast workflows and one smaller, slower volume for print and digital production. For backup, Hogarth implemented ActiveScale object storage, which delivers solid performance and scalability for data protection. All storage volumes—online, nearline, and offline—are fully integrated through the StorNext platform.

PROVIDING A RESPONSIVE AND COLLABORATIVE USER EXPERIENCE

The Quantum solutions deliver the strong performance users need as they work with high-resolution media files. At the same time, the Quantum solutions give Hogarth the flexibility to find the right balance of price and performance.

Currently the company is providing a responsive NAS experience to desktop users through 10 GbE connectivity. “Because our users work with compressed media formats, 10 GbE connectivity is sufficient for most workflows,” says Butler. Specialized users who need faster, higher performance access to data can either use workstations with local storage, or leverage the ability of Xcellis to also support both 40 GbE and 100 GbE networking.

With the StorNext platform natively supporting clients running Mac, Windows or Linux, Hogarth can support users whatever their workstation preference may be. And as StorNext has been certified with the widest breadth of media applications and asset managers, team members can work with the software that is best suited to create the most compelling content.

“By standardizing on Quantum, we have a reliable and extremely scalable technology that can be implemented anywhere in the world to support our fast-growing global business.”

Steven Butler
Global Head of Production Workflow and Engineering, Hogarth Worldwide

ABOUT HOGARTH WORLDWIDE

Hogarth Worldwide, part of advertising and public relations giant WPP, is a fast-growing, multi-national marketing implementation company with more than 20 offices around the world. Hogarth specializes in the production side of the advertising business, working with third-party creative agencies and global corporations with capabilities that include broadcast, print and digital production, post-production, CGI, and language localization services or “transcreation.” Hogarth produces advertising and other marketing communications for clients across all media and all languages by combining its production expertise with powerful workflow and asset management technology.



PROTECTING DATA WITH AN AUTOMATED AND FLEXIBLE BACKUP MODEL

Implementing new Quantum solutions has enabled Hogarth to transition to a more robust backup and data protection strategy. Instead of syncing data to old, slow storage systems, teams now back up data to scalable, higher-performance ActiveScale object storage. “The [ActiveScale] systems provide much more capacity than our primary storage disks, and at the same time are more cost-effective,” says Butler.

Through this new campus initiative, Hogarth is digging much deeper into StorNext’s integrated capabilities for data protection. For example, the team now uses Quantum FlexSync™, which can quickly and automatically replicate an entire file system, just a portion of the system, or even a specific directory. From an operational standpoint, the software is lightning fast thanks to the ability to leverage StorNext’s highly efficient metadata database. Data protection functionality is extended via StorNext

Storage Manager versioning capabilities that enable teams to recall past versions of files at various stages of completion. These new capabilities help ensure that team members can stay productive even if files are accidentally deleted or users need to return to previous versions. And with multiple petabytes of cost-effective capacity, the new ActiveScale systems can keep more versions and files than before.

Hogarth uses a similar backup strategy for the London offices, where Hogarth has two data centers connected via 100 GbE dark fibre. The local team mirrors all the data between the sites with FlexSync. Meanwhile, the newly implemented ActiveScale systems are geo-distributed across the data centers and the head office to add an extra level of data protection.

“StorNext and FlexSync provide us with a really flexible backup model—and ActiveScale doubles down on this capability with its ability to geo-spread data and provide cost-effective capacity,”

says Butler. “By better protecting data, we can achieve higher availability and sustain productivity for our critical workflows.”

For off-site protection, Hogarth uses Quantum FlexTier™ to send data to a Microsoft Azure cloud environment. “This extra layer of protection using cloud storage resources gives us the peace of mind that content is safe even if the data center experiences some kind of disaster,” says Butler.

PREPARING FOR CONTINUED EXPANSION

After a strong start with the new storage model in India and ongoing progress in London, the IT group will continue to consolidate and standardize data centers across the globe. After that, the team will apply this IT model to new offices. “There are always new offices opening,” says Butler. “By standardizing on Quantum, we have a reliable and extremely scalable technology that can be implemented anywhere in the world to support our fast-growing global business.”



Quantum technology and services help customers capture, create, and share digital content—and preserve and protect it for decades at the lowest cost. Quantum’s platforms provide the fastest performance for high-resolution video, images, and industrial IoT, with solutions built for every stage of the data lifecycle, from high-performance ingest to real-time collaboration and analysis and low-cost archiving. Every day the world’s leading entertainment companies, sports franchises, research scientists, government agencies, enterprises, and cloud providers are making the world happier, safer, and smarter on Quantum. See how at www.quantum.com.