Quantum

CASE STUDY

ATFS Increases Productivity of Tape-Ingest Workflow Through Automation

Where Data Insights Meet Storage for 5 guys named Moe

Ingesting data is the first step in many workflows. Data can come from devices, such as microscopes or cameras, data repositories, or tape and disk vaults. In the case of 5 guys named Moe, inc., a post-production company based in North Hollywood, CA, there are five steps in the workflow: tape ingest, checksums, upload to cloud, client validation of data, and delete/archive. The production experts at 5 guys had challenges with ingesting multiple tapes (assume tape equals a movie or season episodes) in parallel, tracking the progress of data through the workflow stages, and managing resources for profitability.

5 guys named Moe, inc.

FEATURED PRODUCTS

Quantum ATFS

"The ATFS system we have at 5 guys named Moe is the backbone of our extremely high-bandwidth cloud data migration work. Utilizing the metadata tagging built into the platform allows us to prioritize data efficiently and make sure that NVMe space is automatically allocated to the most resource-intensive tasks without any manual input. As a boutique facility, this reduces costs overall while ensuring we have the right balance of storage space and high-end performance available for our workflows."

Eric A. Reid

Head of Post-Production, 5 guys named Moe, inc.

5 guys named Moe, inc.

SOLUTION OVERVIEW

- Quantum ATFS Platform

KEY BENEFITS

- Automate common tasks
- Increase productivity through data insights and workflow alignment
- Parallelize ingest and data validation processing

INFRASTRUCTURE LIMITATIONS AND CHALLENGES

5 guys named Moe's workflow for each project (film or episodic show) consisted of the four steps: ingest the project's data from LTO tape to their NAS, validate the ingested data, upload the project data from NAS to a predesignated cloud bucket using Aspera, and retain the project data on the NAS until their client has validated that the job was successful. Once the client validates the project and its receipt, it is deleted from the NAS.

With their original NAS infrastructure, they could support only a handful of projects per week, didn't have visibility into workflow stages, and couldn't retain data for the long term due to capacity constraints. Market demand presented an opportunity for 5 guys named Moe to increase revenue by completing more projects and retain project data for a longer period of time. The NAS system they used for production posed a challenge – in order to meet the demands of increased productivity, the NAS would have had to be replicated repeatedly, thus exceeding revenue gains.

SOLUTION OVERVIEW

To increase production and revenue, the company sought an alternative. ATFS's advanced tagging features and policy-based tiering, enabled 5 guys named Moe to optimize their workflow by utilizing the performance of NVMe flash and the economy of spinning disks. This allowed them to increase the number of tapes being processed simultaneously, enabling expanded productivity without an increase in cost or manpower.

ABOUT ATFS AND ITS WORKFLOW PROCESS

ATFS delivers an actionable storage system that combines user-defined insights, data management, policy-based automation and most efficient hardware configuration to achieve alignment of TCO with business profitability objectives, consistency, compliance, and productivity.

With the ATFS solution in place, 5 guys named Moe created a simple set of rules that were applied to every project that automated repeatable tasks: Automatically apply workflow stage related tag to all data and set up a policy to place data in flash or bulk based on workflow stage. ATFS didn't require the workflows to change. Instead, ATFS understood the needs of the applications and delivered the performance, visibility, and automation they required.

At each stage, ATFS delivers:

Parallel Ingest

5 guys named Moe are able to stream 3X the amount data simultaneously from multiple LTO drives to ATFS's NVMe flash, sized correctly to accommodate their active data sets (data in the ingest and validate stages). During ingest, tags are applied to identify each movie/film giving them visibility they never had before.

Faster Data Validation

Using ATFS tags, rules, and policies, the data in the validate stage stays on flash until it is validated with checksums for each frame of the film. Once complete, ATFS automatically removes data from flash, making room for the next project, thus increases overall performance.

Cost-Effective Distribution

Once verified, the final product is delivered to the client by placing the data into predefined S3 buckets in the cloud. Their Aspera servers stream data directly from ATFS's bulk storage tier, allowing flash to be used for performance intensive processes, thus reducing the TCO by 30%.

Efficient Retention

After the deliverable in the cloud is validated by the client, the project data may be deleted from the ATFS system or kept for longer term retention. Ability to store data long term sometimes has the benefit of added revenue; with ATFS the cost of longer retention doesn't exceed revenue opportunity.

KEY BENEFITS: ATFS ENABLES MORE CONCURRENT PROJECTS FOR GREATER PROFITABILITY

The ATFS platform enables 5 guys named Moe to efficiently use available resources and increase productivity without increasing cost. ATFS's greatest impacts on outcome were:

Categorize

ATFS automatically captures all metadata and tags data during ingest, providing detailed

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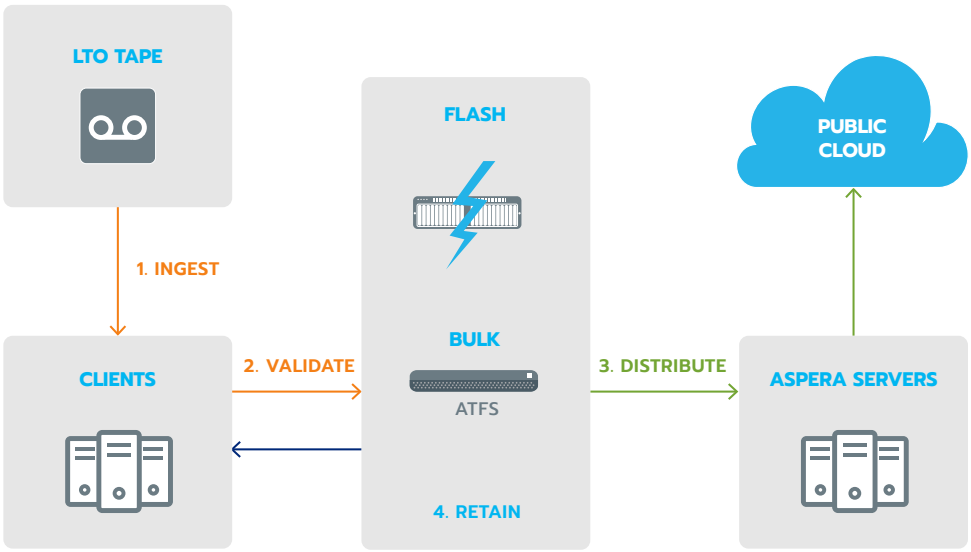
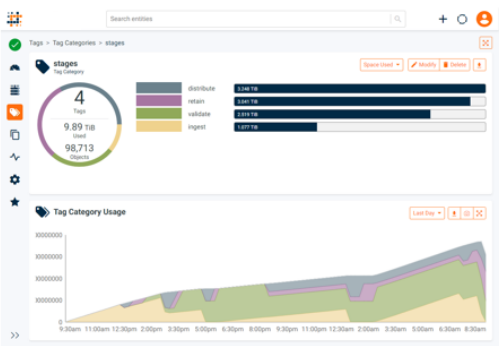
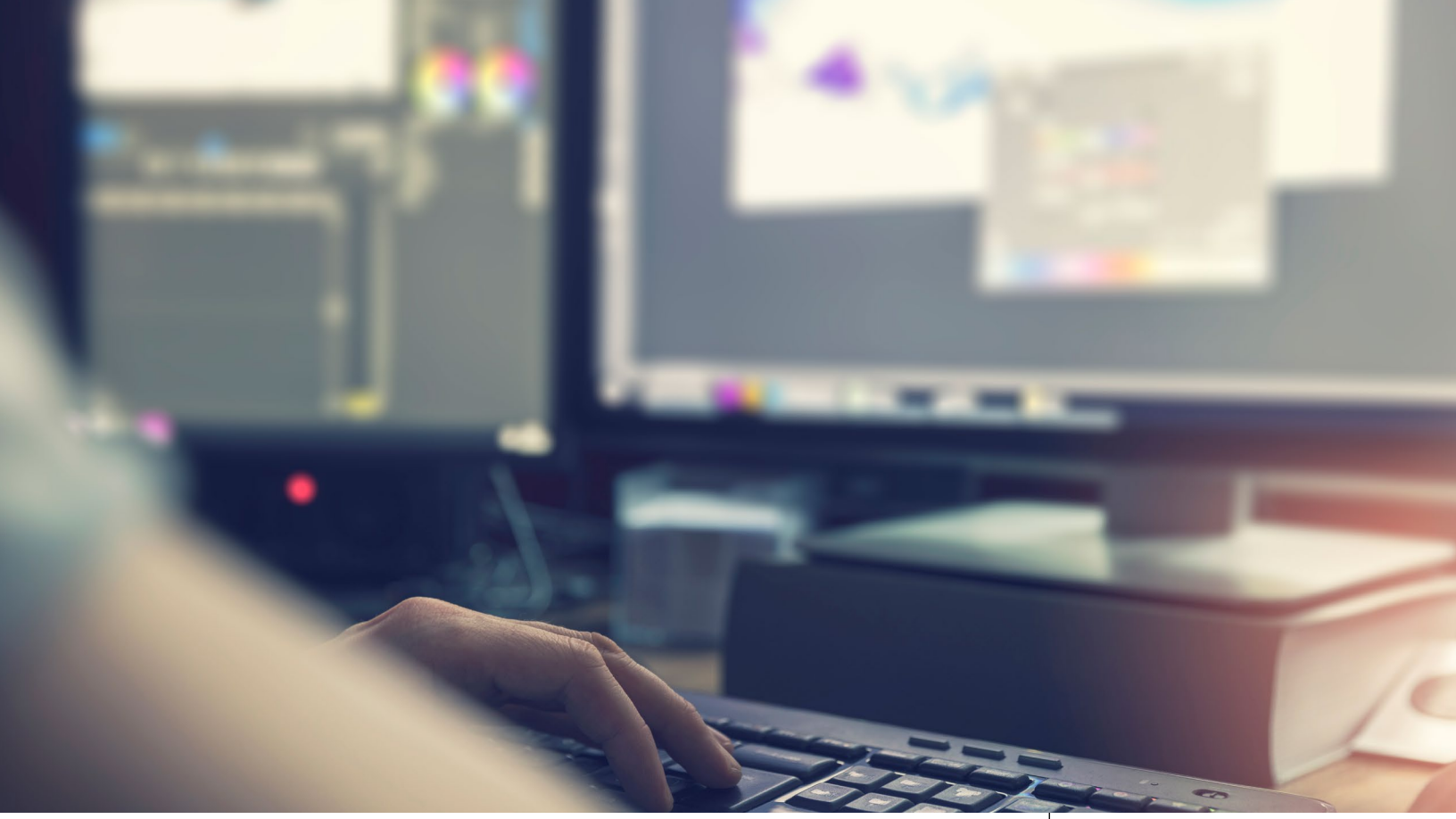




VISIBILITY

The ATFS Workflow Process



categorization, identification, and visibility of the data sets and their lifecycles, enabling project data to be managed as business assets.

Automate

ATFS's policy-based rules engine places data on the flash tier to accommodate performance demands, and automatically moves data to cost-effective storage when maximum performance is not needed, freeing up valuable resources.

Move & Protect

ATFS's real-time policies trigger the next steps in the workflow, enabling parallelization of tasks which previously were sequential. ATFS allows data to be read directly from bulk storage, keeping flash resources focused on the more demanding aspects of the workflow.

Optimize

ATFS's user interface provides instant visibility into how data is structured, allowing rapid feedback to continually improve categorization and automation.

One Solution

ATFS handles this process in one single solution from start to finish, enabling auditing of each step for review and reporting purposes.

ABOUT 5 GUYS NAMED MOE

5 guys named Moe, inc., was founded in 1987 as a creative boutique with a unique approach to post and production. 5 guys' proprietary process custom tailors workflows to precisely fit with what each client specifically needs.

Quantum

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**.

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