



CASE STUDY

International Automotive Parts Leader Revs Up Media Production with Xcellis and CatDV

When international automotive aftermarket giant MPA found their video training team stuck in the slow lane, they turned to Xcellis workflow storage and CatDV Media Asset Management software. The result was turbo-charged production, agile collaboration, and lightning-fast automated archiving and retrieval.



FEATURED PRODUCTS

Xcellis Workflow Storage



Now we can pull content from previous shoots and do it quickly using CatDV and Quantum. Having an advanced storage architecture powered by StorNext has really allowed us to collaborate like never before, and it's made our training videos the talk of the industry.

Joe Micallef
Multimedia production manager, MPA

CatDV

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Thumbnails Movie Proxy

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John Edwards – Principal, Sunset Studio

SOLUTION OVERVIEW

- Quantum Xcellis® workflow storage
 - Xcellis Workflow Director
 - StorNext® software
 - QXST™ RAID arrays
 - Brocade Fibre Channel
- Squarebox CatDV Media Asset Manager
- North Shore Automation Akomi software

KEY BENEFITS

- A shared storage environment creates high performance to accelerate production and save time.
- Automated archiving and retrieval of online material makes it fast and easy to create finished content.
- Fast retrieval of existing content using custom tagging makes it simple to reuse existing content to create new material and to customize content for new clients.
- Close integration between Xcellis and CatDV tools simplifies workflow and minimizes IT overhead.
- Web-based collaboration makes it fast to integrate review and revision with clients.
- Comprehensive support through the primary vendors and their integrator partner ensures maximum productivity and eliminates downtime.

With a focus on manufacturing and remanufacturing a broad range of products for cars and trucks, Motorcar Parts of America (MPA) is an international leader in the automotive aftermarket. MPA distributes its products across the U.S. and Canada under its own brands and those of its private-label partners. Furthermore, its supply chain, manufacturing and test facilities reach across the globe—spanning the U.S., Mexico, Canada, Malaysia and China while maintaining a common quality standard throughout its operations. The company has sustained a rate of growth, and in 2018 will have nearly half a billion U.S. dollars in annual revenue. The company's innovative products and services have been recognized throughout the industry, and in 2017 MPA was named Vendor of the Year by Advanced Auto Parts.

INSTRUCTIONAL VIDEOS CRITICAL FOR TRAINING AND SUPPORT

"One of the keys to MPA's continued success," says Joe Micallef, the company's multimedia production manager, "is that we recognized very

early that we needed an innovative approach to training, service and support, along with our world-class manufacturing and quality." Part of that program included an early emphasis on video training, so MPA took on the task of creating and editing its own training content to help both professional mechanics and DIYers install and maintain the company's products. "What's important," Micallef adds, "is to ensure that the person buying the part knows how to install it correctly."

Historically, the company produced high-quality content on its Apple workstations. However, this approach made it difficult for the team to share content between editors and reuse existing material. "In the very beginning, a lot of what we were doing was just basically passing thumb drives back and forth," Micallef remembers. That meant that collaboration between production team members was slow, as was the job of finding older material to create new content for an updated product or for one of the company's private-label partners. "When we wanted to

actually retrieve footage to get content from a shoot that we did earlier, we could spend hours just looking for a bit of content."

FINDING A BETTER SOLUTION

The MPA team decided to upgrade its production and editing systems, and sought help from Sunset Studios—an integrator that specializes in helping clients set up production facilities to meet their media workflow requirements. The Sunset Studios team helped MPA create and modernize a full-blown studio that includes four-camera recording in a two-bay garage facility that is now supported by a high-performance data sharing and archiving storage capability.

John Edwards, Sunset Studio principal, explains, "Our phase two of this project entailed a Fibre Channel network with media asset management software, as well as the need for a modern and full-featured production storage and archive solution. At the end of our evaluation, we chose Quantum and CatDV."

The system that Sunset Studios installed for MPA was based on Quantum's Xcellis scale-out workflow storage and CatDV media asset management from Squarebox. Quantum's StorNext-powered Xcellis storage appliance is a scalable solution designed to give media production teams high-speed shared access to critical data to increase collaboration, simplify management and accelerate production timelines.

The Quantum system selected by MPA includes an Xcellis Workflow Director for management and client connectivity, Brocade Fibre Channel networking and Quantum QXS RAID storage. Powered by the award-winning StorNext file system, the entire team can continually share and access files from a centralized data pool, instead of each editor working on an isolated workstation. And as the team's content repository grows over the coming years, the team will be able to cost-effectively add an archive tier of storage within the same global namespace.

TIGHT INTEGRATION BETWEEN XCELLIS AND CATDV

The Xcellis solution is also tightly integrated with the CatDV Media Asset Management toolset that MPA selected as their asset management and workflow control software. CatDV provides an end-to-end asset management solution that allows digital media content to be tracked, tagged, archived and re-accessed quickly and easily in a shared storage environment. "CatDV enables editors to build custom tags for recalling the content that they're looking for when they need it, and it happens very quickly over the Fibre Channel network," Edwards explains. "The reason that we chose CatDV and Quantum is because they are two proven solutions that work seamlessly together."

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ABOUT MPA

Motorcar Parts of America, Inc. (NASDAQ: MPAA) is a remanufacturer, manufacturer and distributor of automotive aftermarket parts—including alternators, starters, wheel bearing and hub assemblies, brake master cylinders, brake power boosters and turbochargers utilized in imported and domestic passenger vehicles, light trucks and heavy-duty applications. In addition, the company designs and manufactures test equipment for performance, endurance and production testing of alternators, starters, electric motors, inverters and belt starter generators for both the OE and aftermarket. Motorcar Parts of America's products are sold to automotive retail outlets and the professional repair market throughout the United States and Canada, with production facilities and administrative offices located in California, Tennessee, Canada, Mexico, Malaysia and China. Additional information is available at www.motorcarparts.com.





AUTOMATED HI-RES BUILDS AND WEB-BASED COLLABORATION FEATURES

One advantage of the new system is that it makes it easy to carry out the edits in low-res proxy formats, which can make the initial editing faster and easier to carry out. Once the program is set, the CatDV system automatically pulls the high-res content from the Xcellis archive and builds the final version.

A second important feature for MPA's team is the system's ability to provide web-based collaboration for projects that involve private-label clients using Akomi software with CatDV. As Micallef explains, "[Akomi's] web-based interface makes things a lot easier for us here in the studio. We can brand the videos specifically for our customers, and then give them the ability to add any comments that they want."

CUTTING-EDGE VIDEO PRODUCTION NOW IN THE FAST LANE

The new facility and its state-of-the art video capture, editing, storage and archiving systems helped the company launch its own YouTube Channel in 2016, and allows the team to more rapidly create even better content, and keep up more effectively with product changes and new customers. "Basically, everything that we do now is going to YouTube," says Micallef, "because most installers, especially do-it-yourselfers, are going to YouTube to find a solution."

Thanks to the new system, creating and maintaining that content has become easier than ever. "Now we can pull content from previous shoots and do it quickly using CatDV and Quantum," says Micallef. "Having an advanced storage architecture powered by StorNext has really allowed us to collaborate like never before, and it's made our training videos the talk of the industry."

ABOUT CATDV

Square Box Systems is an innovative software company, specializing in the development of multimedia tools. They take the time to carefully listen to all their customers' needs and support some of the world's greatest organizations. If you come to them, they will work closely with you to find the right solution to your problem.

Their core products are based around CatDV, the leading digital asset management system. Read more at www.squarebox.com.

ABOUT QUANTUM

Quantum is a leading expert in scale-out tiered storage, archive and data protection. The company's StorNext® platform powers modern high-performance workflows, enabling seamless, real-time collaboration and keeping content readily accessible for future use and re-monetization. More than 100,000 customers have trusted Quantum to address their most demanding content workflow needs, including top studios, major broadcasters and cutting-edge content creators. With Quantum, customers have the end-to-end storage platform they need to manage assets from ingest through finishing and into delivery and long-term preservation. See how at www.quantum.com/customerstories.

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