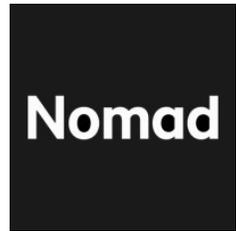


## CASE STUDY

# Nomad Editing Scales Up Worldwide with CatDV and Akomi

Leading creative editorial company Nomad Editing has contributed to an impressive array of high-profile commercials, feature films, and music videos. As the studio has expanded over the years, it needed more efficient ways to facilitate collaboration, simplify client reviews, and rapidly locate archived content. Nomad uses CatDV asset management with an Akomi web portal to keep its massive and ever-expanding volume of assets available for 24/7 review and reuse.

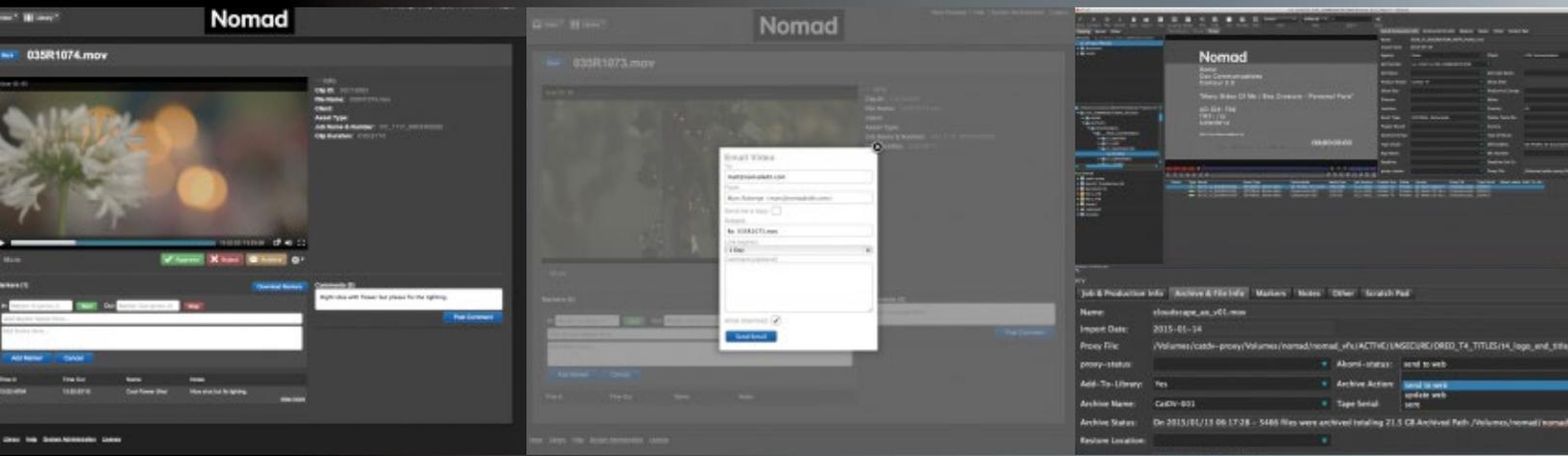


FEATURED PRODUCTS



“Thanks to CatDV with Akomi, we have complete control over a massive archive of advertising assets and can deliver an efficient, collaborative MAM service across international locations and time zones.”

**Matthew Poletto**  
Technical Producer, Nomad Editing



Our media asset management was transformed in an instant. In the first year, we archived, and made over two million assets available, via CatDV.

**Matthew Poletto** - Technical Producer, Nomad Editing

# Nomad

## SOLUTION OVERVIEW

- CatDV asset management system
- North Shore Automation Akomi web portal
- StorageDNA DNAevolution archive

## KEY BENEFITS

- **Supported an expanding global client base**, providing simple, secure ways to find content and review work.
- **Facilitated collaboration among distributed teams** with rapid access to the latest assets.
- **Optimized storage and protected vital assets** with a “reverse archive” solution.
- **Accelerated retrieval of assets from the archive**—enabling users to access archived content in just a few minutes.

Since its inception in 1995, Nomad Editing has built an enviable reputation as a creative editorial company with integrated computer graphics (CG), visual effects (VFX), graphics, and sound design for commercials, Internet advertising, feature films, and music videos. Today the company’s operations extend from its Santa Monica headquarters to operations in New York, London, and Tokyo.

Nomad collaborates with leading advertising agencies for a multitude of global brands. The studio has also worked on feature films for major film studios and delivered music videos for some of the best-known artists in rock and pop. “Nomad has always championed creative people and provides facilities in an atmosphere that enables them to focus on inspiration and execution,” says Matthew Poletto, technical producer at Nomad Editing.

## MEETING CLIENT EXPECTATIONS FOR FAST, EASY ACCESS TO ASSETS

To facilitate collaboration, Nomad needs a fully functioning and easily accessible asset

library. Nomad’s creative partners often need to review and reuse old materials while also viewing work in progress. “Advertising clients always want to reference previous projects and rushes, for all manner of creative and practical reasons,” says Poletto.

Locating required assets has not always been easy, though. “When the company first started, the pace of work was slower and the need to find assets was less,” says Poletto. “Finding materials on videotapes, hard drives, and consolidated onto DVDs from data in a spreadsheet was slow but doable.”

As Nomad grew, the studio invested in an LTO tape solution for archiving. “That was OK too for a while for retrieving assets, as we could access file names and restore in a decent enough amount of time,” says Poletto.

However, things changed as Nomad added more clients and expanded operations globally. At the same time, the studio also experienced a dramatic increase in the size of media files as video production teams increasingly moved to digital cameras that captured RAW files.

Meanwhile, the studio had to manage evolving client expectations. “With the blossoming of the Internet and mobile telephone communications, clients became accustomed to faster gratification of their requests—they wanted and expected to see their media much quicker,” says Poletto. “Our existing LTO tape system was getting swamped, finding media was in danger of becoming a guessing game.”

The studio decided to make a change in its media asset management (MAM) approach. “We recognized the need to take our MAM to another level entirely, and decided to invest in a more intelligent, flexible, and scalable way to manage our assets globally,” says Poletto.

### SCALING UP TO SUPPORT A GROWING GLOBAL BUSINESS WITH CATDV

Poletto discovered CatDV in 2011 through Los Angeles reseller Key Code Media. “Compared to other MAM systems, the financial entry point for CatDV was attractive,” says Poletto. “The alternatives were either prohibitively expensive, or technical overkill, or both.”

Poletto also liked the ability to integrate CatDV with solutions from other vendors, such as the LTO tape archiving system from StorageDNA and North Shore Automation’s client-facing Akomi web portal. “We could see a clear, cost-effective path to scale-up into a larger enterprise system in the future,” says Poletto.

Selecting CatDV for asset management, Poletto started with multiple licenses of CatDV, a CatDV Server, and a CatDV Worker Node automation engine running on Mac. The CatDV solution was integrated with the studio’s existing LTO tape archiving environment. “Our media asset management was transformed in an instant,” he says. “In the first year, we archived, and made over two million assets available, via CatDV.”

With Nomad generating approximately 10 TB of assets per month at its LA headquarters alone, the studio soon needed to scale up its installation. “For a small company, we generate an outrageous amount of media,” says Poletto.

“Along with high-resolution RAW camera rushes, plus 4K DPX, CG, and VFX files, we also create many different versions and lengths of each commercial, as well as a wide range of deliverables for different distribution platforms.”

The studio also had to ensure it could support international collaboration while maintaining asset security. Using CatDV with an Akomi web portal addressed the studio’s requirements for global expansion. “Thanks to the power of CatDV with Akomi, we have complete control over a massive archive of advertising assets and deliver an efficient, accurate, and collaborative MAM service across local, national, and international locations,” says Poletto.

### OPTIMIZING STORAGE WITH A “REVERSE ARCHIVE” SOLUTION

The large volume of content that Nomad handles required a unique approach to asset management and storage. In most media management workflows, assets in the MAM system are sent to archive after a project is complete. But the Nomad team wanted to send some files to the archives earlier in the workflow.

“Whilst all of that media needs to be archived safely to LTO, only a certain proportion needs to be instantly searchable—mainly low-res proxies of the rushes, work in progress, and final commercials,” says Poletto.

A CatDV team worked with North Shore Automation and StorageDNA to create a “reverse archive workflow solution.” “Our foresight in selecting CatDV for its ability to integrate with other technologies became a real blessing,” says Poletto.

With this new approach, project assets are archived to a DNAevolution system first and, through middleware developed by North Shore Automation, only required media plus associated metadata are parsed to CatDV.

“By enabling CatDV and DNAevolution to communicate intelligently together, and by enabling DNAevolution to tell CatDV what’s been archived, we have effectively flipped the archiving

“If, like us, you need to manage, control, and protect an expanding volume of assets from origination to distribution, you could not do better than the powerful combination of CatDV and Akomi to create your own private, secure, scalable system.”

**Matthew Poletto,**  
Technical Producer,  
Nomad Editing

### ABOUT NOMAD EDITING

Founded in 1995, Nomad Editing is a creative editorial company that offers a full array of integrated CG, VFX, graphics, and sound design services for commercials, Internet advertising, feature films, and music videos. Nomad collaborates with leading ad agencies—such as Wieden + Kennedy, Ogilvy & Mather, Leo Burnett, and BBDO—and works for a multitude of global brands—including Starbucks, Pepsi, Honda, American Express, Nike, T-Mobile, and many more. The studio has worked on feature films with DreamWorks, Disney, Warner Brothers, and Fox. And it has worked on hundreds of music videos for artists ranging from the Red Hot Chili Peppers and Bon Jovi to Michael Jackson and Madonna. With headquarters in Santa Monica, California, Nomad Editing now has operations in New York, London, and Tokyo.

workflow around,” explains Poletto. “Nothing is manual, it’s all automated, labor-saving, and quite revolutionary.”

Integration with the Akomi system facilitates client review. “Whatever is published into CatDV is simultaneously published securely into Akomi, becoming instantly available for client review around the world,” says Poletto. “All the different parts of the workflow communicate together.”

### ACCELERATING FILE RESTORES FROM THE ARCHIVE

The integrated solution and unique “reverse archive” process also help speed retrieval of archived files when they are needed. “Because we archive with assets bundled together into catalogues, when we view a clip in CatDV, we instantly know where the DPX and VFX files reside in the LTO archive,” says Poletto. “With the SAS-to-fibre connection, we’re getting 600 Mb/s transfer speed from LTO into CatDV, and assets can be retrieved in just a few minutes.”

### ENABLING SIMPLE, SECURE, AND FAST ASSET SEARCHES

For Nomad’s agency clients, CatDV with Akomi dramatically simplified the process of finding assets. “Less technical users can search for footage, create in and out

markers on clips, write descriptions, print screengrabs, create playlists, and share all of that very easily to multiple recipients,” says Poletto. “The processing horsepower is delivered invisibly by CatDV Worker Node. As this is all done on a private, in-house system, rather than the cloud—clients have complete peace of mind that their assets are safe and secure.”

Importantly, users can find what they need quickly. “Searching for clips takes just a few minutes,” says Poletto.

Nomad editors can also access files from within their essential software tools. “We absolutely love the new integration of Advanced CatDV Panels with Adobe Premiere,” says Poletto. “From within Premiere, an editor can easily search for and pull in any media from CatDV, and it all looks very fast and streamlined in the client-attend session.”

### FACILITATING CROSS-BORDER COLLABORATION

Nomad is using the integration of CatDV with Akomi to enhance creative collaboration among its global offices. For example, a cut made in by an Adobe editor in Los Angeles can be dropped into an Akomi folder and rapidly published

to multiple recipients for viewing and annotation using CatDV Worker Node.

“The traditional route of uploading work in progress to the cloud is notoriously slow and possibly insecure,” says Poletto. “With CatDV and Akomi, the assets are published in seconds. A finishing artist in New York or London can pick up the project with the certainty of having the correct assets, and the latest cut, eliminating the possibility of any costly errors. The international barriers of distance and time have gone. The workflow is now more unified between our sites and were closer as a company.”

### STRONGLY RECOMMENDING CATDV FOR OTHER CREATIVE STUDIOS

When asked what he would say to post-production houses and other creative studios considering their MAM options, Poletto strongly endorses CatDV. “Assets are the bread and butter of our company, and we blazed a trail in being one of the first commercial facilities in California to embrace MAM,” says Poletto. “If, like us, you need to manage, control, and protect an expanding volume of assets from origination to distribution, you could not do better than the powerful combination of CatDV and Akomi to create your own private, secure, scalable system.”



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](http://www.quantum.com).

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