Ole Miss Sports Productions generates a tremendous amount of captivating content to support the University of Mississippi’s 14 Division I NCAA teams. When its existing storage environment began to fail, the organization turned to the media workflow experts at 1303 Systems, who recommended Quantum. Ole Miss installed a Quantum storage solution that is delivering the reliability, performance, collaborative capabilities, and scalability required for rigorous media workflows.

**CASE STUDY**

**Ole Miss Sports Production Generates a Wide Range of Captivating Sports Video Content with Quantum Storage**

Ole Miss Sports Productions generates a tremendous amount of captivating content to support the University of Mississippi’s 14 Division I NCAA teams. When its existing storage environment began to fail, the organization turned to the media workflow experts at 1303 Systems, who recommended Quantum. Ole Miss installed a Quantum storage solution that is delivering the reliability, performance, collaborative capabilities, and scalability required for rigorous media workflows.

**FEATURED PRODUCTS**

*StorNext*

“**Our productivity is at an all-time high because our editors don’t have any downtime. They’re able to access and view everything on our system without any hiccups.**”

*Stewart Pirani*

Manager of Creative Services, Ole Miss Sports Productions
At any given point, all our editors might need to be working on completely different projects or even on the same clip. The Quantum solution is robust enough to handle all the simultaneous work. Editors can work with a multitude of different clip formats all within their workstations.

Ole Miss Sports Productions creates a wide range of content for the University of Mississippi’s athletic teams. In addition to broadcasting video for ESPN and SEC networks, the organization produces clips for in-venue displays and social media platforms, supports athletic recruiting efforts, and generates a documentary series that spans the university’s sports.

Producing great amounts of content requires robust data storage. But unfortunately, the organization’s existing environment could not keep up with demands. “Our older Xsan system pretty much failed on us,” says Stewart Pirani, manager of creative services for Ole Miss Sports Productions. “It wasn’t the solution that could handle our needs for the future.”

In particular, the organization requires strong reliability. “We needed something that had a consistent uptime,” says Pirani. Consistent performance is also critical. “Regardless of whether editors and other team members are working in 720p, 1080p, 2K, 4K, or 8K - to provide a responsive experience as users edit footage, log clips, and view completed videos.

The storage environment also must enable fast, simultaneous access to content for numerous team members. “We have roughly about 14 editors who need to be hitting the system all at the same time,” says Pirani. “They could be doing color correction, audio correction, to just generic editing. This system needs to be robust enough to handle all of those editors at the same time.”

The Ole Miss team implemented a solution with a Quantum Xcellis Workflow Director and four Quantum QXS hybrid storage arrays. Subsequently, the 1303 Systems team deployed a Western Digital object storage archive that integrated seamlessly with the StorNext volume.

StorNext intelligent tiering helps migrate content to the right storage tier at the right time. Finally, the 1303 Systems team integrated a new media asset management (MAM) platform to grow on for years to come.

Quantum is reliable, it is stable, and the performance is there. It’s what we need, and it’s what everybody else should have.

Stewart Pirani
Manager of Creative Services, Ole Miss Sports Productions

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TEAMING UP WITH 1303 SYSTEMS TO IMPLEMENT A NEW QUANTUM STORAGE SOLUTION

To find the right storage solution, the Ole Miss team contacted 1303 Systems, which designs and builds systems for media and entertainment workflows. “The Ole Miss team needed to resolve some issues with their SAN and media asset management system right away,” says Chris Collum, president of 1303 Systems. “After addressing their immediate needs, we started making plans for the future to give them a stable platform to grow on for years to come.”

The 1303 Systems team recommended Quantum. “We went with a Quantum StorNext solution for its stability and performance. It just works, it performs, it scales, and it doesn’t break,” says Collum.

The Ole Miss team implemented a solution with a Quantum Xcellis Workflow Director and four Quantum QXS hybrid storage arrays. Subsequently, the 1303 Systems team deployed a Western Digital object storage archive that integrated seamlessly with the StorNext volume. StorNext intelligent tiering helps migrate content to the right storage tier at the right time. Finally, the 1303 Systems team integrated a new media asset management (MAM) system.

Users can quickly find footage inside their Adobe Creative Cloud applications or even send video to social media easily.

Ole Miss Sports Productions handles football, basketball, golf, soccer, tennis, and more. Ole Miss Sports Productions handles video and broadcast distribution and produces highlight packages for many athletic events and press conferences.

Ole Miss, is Mississippi’s flagship university. It has a long history of producing leaders in public service, academics, and business. Today with more than 24,000 students, Ole Miss is the state’s largest university and is ranked among the nation’s fastest-growing institutions.

Ole Miss Athletics fields 14 Division I NCAA teams, including football, basketball, golf, soccer, tennis, and more. Ole Miss Sports Productions handles video and broadcast distribution and produces highlight packages for many athletic events and press conferences.

MAXIMIZING UPTIME AND BOOSTING PRODUCTIVITY

With the Quantum solution in place, Ole Miss Sports Productions team members know they can complete tasks and meet incredibly fast turnaround times without encountering inefficient storage issues. “This system has really lived up to our expectations,” says Pirani. “Our productivity is at an all-time high because our editors don’t have any downtime. They’re able to access everything on our system without any hiccups.”
solution is robust enough to handle all of that simultaneous work. Editors can work with a multitude of different clip formats all within their workstations.”

**PREPARING FOR CONTINUED GROWTH**
The Quantum solution gives the Ole Miss team a scalable platform that can grow quickly as the organization continues to amass more content in higher-resolution formats. The addition of the object storage archive and MAM system after the initial StorNext deployment demonstrated how easily new capacity, systems, and technologies could be integrated with StorNext.

**RECOMMENDING QUANTUM**
Given the immediate benefits that Ole Miss Sports Productions has experienced since moving to the new storage platform, it’s not surprising the organization strongly endorses Quantum. “I’ve recommended this system to a lot of other colleagues in our industry,” says Pirani. “Quantum is reliable, it is stable, and the performance is there. It’s what we need, and it’s what everybody else should have.”