



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.

Ole Miss

1303
SYSTEMS

FEATURED PRODUCTS



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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.

Stewart Pirani – Manager of Creative Services, Ole Miss Sports Productions

SOLUTION OVERVIEW

- Quantum StorNext® storage platform
- Quantum Xcellis® workflow storage
- Quantum QXS™ hybrid storage
- Western Digital object storage archive
- 1303 Crucible media asset management (MAM)

KEY BENEFITS

- **Boosted editor productivity** by enhancing storage reliability
- **Facilitated efficient collaboration**, providing fast access to shared content
- **Accelerated end-to-end workflows** from ingest and post-production to delivery
- **Gained scalability for future growth** with seamless expansions and integrations

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.”

Scalable storage capacity is also a must. “We knew that as technology changes, our cameras would continue to change and that the higher bit rate means higher data storage,” says Pirani. “As long as our cameras were scaling, our system also needed to scale.”

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.

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.”

ACCELERATING COLLABORATIVE WORKFLOWS

From the moment of ingest, the Quantum solution delivers the performance that the Ole Miss team members need to accelerate workflows. “We send our producers and directors on the road with our teams all the time. They’re constantly getting the footage to tell their stories,” says Pirani. “Now, when they come back, we can ingest and log that content quickly and easily. Our team can start accessing all of that footage right away.”

When it’s time for post-production work, the new environment facilitates collaboration and supports multiple concurrent streams. “At any given point, all our editors might need to be working on completely different projects or even the same clip,” says Pirani. “The Quantum

“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

ABOUT OLE MISS

Founded in 1848, the University of Mississippi, affectionately known as “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.

ABOUT 1303 SYSTEMS

1303 Systems is a solutions-oriented systems integrator with specialties in media & entertainment technology, corporate video, and enterprise IT environments. They partner with clients to evaluate existing systems and tailor their hardware, software, and workflow recommendations to clients’ desired goals.





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PREPARING FOR CONTINUED GROWTH

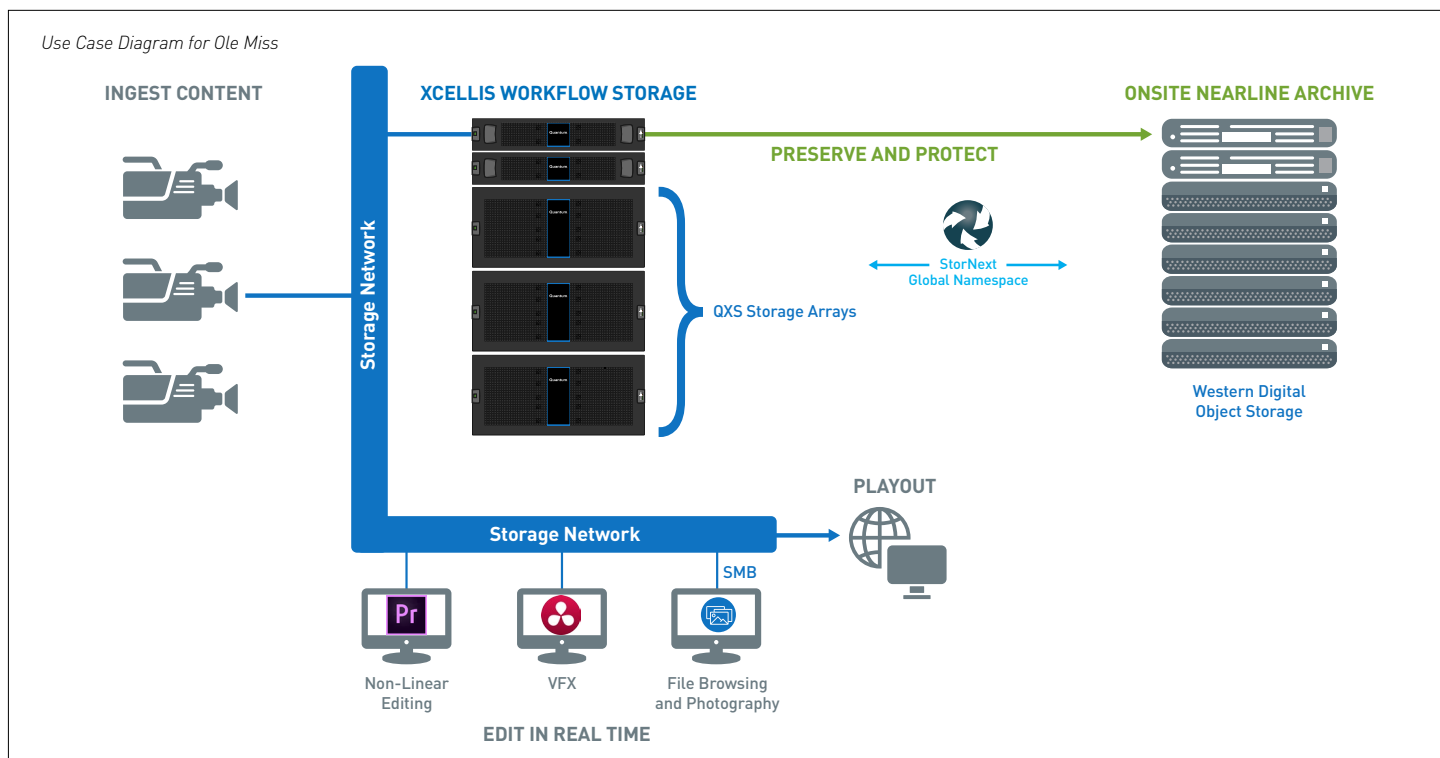
The Quantum solution gives the Ole Miss team a scalable platform that can grow quickly as the organization continues to amass more content in higher-

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.”



ABOUT 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.