Quantum®

Leading Music Enthusiast Content Publisher Doubles Video Output with StorNext

When a leading creator of specialized music news, enthusiast, and instructional content wanted to increase their output, they hit a major roadblock. Their aging video production SAN, an Xsan inherited through an acquisition, just wasn't up to a faster tempo. Installing Quantum's StorNext Pro Foundation turned their workflow from *lento* to *prestissimo* and doubled production.

NewBay Media

FEATURED PRODUCTS

StorNext Pro Foundation

"We do not have a large IT staff, so it was really important to find a solution that would be turn-key, that could fit in quickly and that would minimize ongoing admin. We needed something that would be easy to install and that would just work once it was in."

Anthony Verbanac
Director of IT, NewBay Media

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>
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SOLUTION OVERVIEW

- StorNext Pro Foundation
  - StorNext® 5 platform
  - Quantum QXS-1200 RAID 6 shared storage (48TB)

KEY BENEFITS

- Increases production workflow speed to double video production
- Supports latest versions of OS X and Mac Pro workstations
- Compatible with existing video production applications and existing content to provide continuity and to protect existing investment
- Solution can scale with data and add tape archiving to workflow to provide future support as content volume increases
- Appliance-based approach keeps overall costs low, streamlines installation, and simplifies maintenance
- Quantum and its partner provide expert ongoing support to keep system operating and minimize admin overhead

With over 13 million monthly readers in over 50 countries around the world, NewBay Media is the industry's premiere publisher of specialized enthusiast content across music, pro-audio, video, and gaming, which it delivers through a combination of traditional print and new media platforms. The company's reach is impressive, extending to over 35 print and digital magazines, more than 35 integrated web and mobile applications, as well as live events around the globe.

Keeping up with the demand for content associated with the company's Music Group was one of the most challenging tasks the production team faced. Besides putting out the world's largest publication dedicated to the instrument, the Music Group team also produces and distributes a full library of video programs, everything from celebrity guest sessions to online tutorials and DVD compilations. Aimed at both amateur and professional musicians, the content is constantly changing and being updated,

previously released material is incorporated into new offerings, and support has to be provided for YouTube and all the latest Apple, Google, Nook, and Kindle formats.

AGING SAN LIMITS GROWTH

Since the video content represents a major revenue stream for NewBay Media, being able to create and re-use material quickly is strategic to the company's success and continued growth. But that process was threatened by an aging SAN that could no longer keep up with production schedules.

"Our video production system was an Apple Xsan system that came to us through an acquisition of a publication about two years ago," explains Anthony Verbanac, NewBay Media's Director of IT. "It only took us a short time to see that the system couldn't keep up with the speed that our production demanded. The team ran out of storage on almost every project so we were always writing data off to tape. And the disk was so old that we were beginning to see lots

of errors and even signs of data corruption. We knew that we had to do something fast."

The team decided that upgrading the system piece-meal would be too complex to be practical. Some components were no longer supported by their vendors, and the team questioned whether everything would still work together if they began plugging newer product versions into the existing system. They concluded it did not make sense to take any risks with such a crucial part of their business.

UPGRADING WHOLE SYSTEM IS BEST SOLUTION

"We finally decided that the best and safest way to let us get the benefits of newer, faster technology was to upgrade the entire system all at once," says Verbanac.

The team understood their requirements well. The new system would need to support the team's four workstations, letting them share files quickly and easily, and it needed to provide full support for all their applications, including Final Cut Pro, Compressor, DVD Studio Pro, and Adobe Creative Suite, as well as their existing digital assets. The team needed to roughly double the amount of storage from their existing 20TB, and they needed higher performance across everything associated with their workflow—from ingest and edit to post production and transcoding.

Simplicity and cost were also paramount. "We do not have a large IT staff, so it was really important to find a solution that would be turn-key, that could fit in quickly and that

would minimize ongoing admin. We needed something that would be easy to install and that would just work once it was in."

So the company did research—talked to vendors and to other people in the industry, looking for high-speed workflow solutions that could provide better performance and scalability, but that would be completely compatible with their Apple environment. And they included a trusted integrator in the process, Reboot Computer Services, a company experienced in helping companies find, install, and support appropriate storage and workflow solutions.
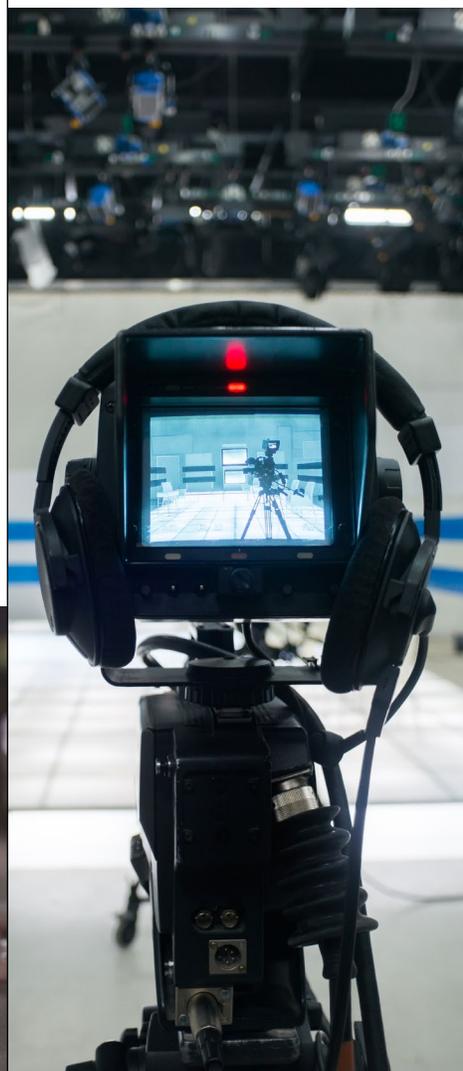
STORNEXT PRO FOUNDATION IS SELECTED

The answer that came of the search was Quantum's StorNext workflow storage, specifically StorNext Pro Foundation. The StorNext Pro Solutions provide a range of integrated workflow solutions that include all the storage and connectivity elements needed for video production teams. StorNext Pro Foundation is designed for collaboration in smaller workgroups, whether or not they are already using a SAN in their system. It includes the StorNext 5 platform and high-performance RAID storage. The system also makes it easy to add more capacity in the future, and is designed to make it easy to add archiving on tape, object storage, or cloud storage as part of the workflow.

The NewBay team started with 48TB of raw disk capacity in their StorNext solution, and during the process of integrating the new equipment and moving old files into the new system, they

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Music Group,
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also upgraded the workstations and the OS X operating system to help boost overall performance—upgrades they felt uncomfortable taking on with their old infrastructure.

"The StorNext Pro Foundation was exactly what we needed," Verbanac explains. "It's an appliance-based solution that is easy to set up and maintain. It gives us the capacity we need today, room to grow in the future, and it is compatible with all our applications and the latest versions of OS X. It was also affordable."

NEW WORKFLOW SOLUTION DOUBLES OUTPUT

Their new StorNext solution, which was installed at the end of 2014, links the team's four Mac Pro workstations directly to the company's existing SAN fabric, where it gives all the editors direct access to the same set of files at Fibre Channel speed. The new solution provides continuity with the old system— all the applications that the team used

in the original Xsan SAN still work with StorNext, and content created previously can be viewed and edited transparently with StorNext. But it breathes new life into the NewBay workflow, giving higher capacity, much higher performance and efficiency, and the ability for NewBay to expand or upgrade the system in the future as needs grow.

Bill Amstutz, VP and General Manager of NewBay's Music Group, explains the impact of the new system on the company's bottom line: "It's safe to say that the installation of the Quantum solution has made our video productivity at least double what it was without it. In 2015 we produced more than 200 lessons, product demos, and artist interview videos, and about a dozen DVDs. Our revenue directly related to those projects is close to $200k. Without Quantum, upwards of 50% of those videos, and that revenue, would not have been actualized without using additional videography resources."

ABOUT NEWBAY MEDIA

NewBay Media is positioned at the center of the world's most dynamic industries—Music, AV/Pro Audio, Consumer Electronics/Gaming, Video & Broadcast, and Education. The company is the premiere provider of information and resources to some of the broadest professional and music enthusiast communities in the world. The NewBay Music Group portfolio of brands and media include *Guitar World*, the world's largest guitar magazine, *Guitar Player*, *Bass Player*, *Revolver*, *Guitar Aficionado*, *Keyboard*, and *Electronic Musician*. NewBay's content connects this diverse and passionate audience, delivering unique artist features, bench-tested gear reviews, tablature, and techniques. The company's growing event portfolio includes *Revolver's Golden Gods Awards* and *Bass Player Live*, which bring this unique passion to a live audience.

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