



ACTIVE Archive

CHALLENGE:

The Los Angeles Kings needed an IT infrastructure specific to its video production efforts that could cost-effectively scale, while requiring minimal management resources. In addition to finding a solution for newly created content, the Kings staff has a legacy to protect and archive, dating back nearly 50 years to 1967, the year of the team's inception.

SOLUTION:

Tape-based active archive consisting of:

- *Fujifilm StrongBox T30, also known as the Dternity S30 with T30, 75 Terabytes of licensed NAS capability*
- *Connected to a 48-slot Crossroads tape library*

RESULTS/BENEFITS:

- *Ease-of-use: The training session required only 15 minutes before the active archive solution was set up and serving data*
- *Significant cost reduction: CAPEX is reduced by leveraging the more cost-effective, tape based solution, while OPEX is driven down by simplifying ongoing storage management*
- *Scalability: The Strongbox delivers cost-effective scalability as data volumes continue to increase*
- *Greater peace-of-mind: The team's data is mirrored and fully protected with off-site vaulting*

CASE STUDY

Los Angeles Kings NHL Hockey Team

LA Kings Score a Hat-Trick with Active Archive Solution

Video is becoming increasingly vital to the competitive and business aspects of most media organizations, and as the Los Angeles Kings have increasingly leveraged content to assist its further success, the team's internal video production department has had to keep pace with an evolving set of demands.

When Aaron Brenner, Director of Production, joined the Kings in 2008, the franchise wasn't generating or storing much video. "During the entire 2007/2008 season, we generated about 100 GB of data," said Brenner. "In the following year, we doubled that amount, and during the 2011/2012 season, in which the Kings won the Stanley Cup, we were generating about 7 TB of data per week. Today, we save about 200 GB per game, for at least 82 games a season. At our

current pace, we generate about 32 to 35 TB of new data per season." In a world of 24-hour global online business, success and failure sometimes comes down to split-second decisions that rely on vast amounts of critical data. In the sport of hockey, as in business, speed and strength are king. From September through June in downtown Los Angeles, hockey nights at STAPLES Center are exhilarating experiences. The Los Angeles Kings, longtime leaders in the National Hockey League's Western Conference, have been setting the course of technological innovation in the league, and serve as a benchmark for other franchises in the fan entertainment realm. In addition to multi-media entertainment during its home games, the Kings organization extensively relies on video assets for unique activations with team partners, marketing and for its broadcast affiliation with Fox Sports.

As Brenner and team began evaluating storage systems, they were impressed with the simplicity and scalability of an active archive system, which provides both standard data archiving and deep data storage. Since Brenner and his team's expertise is in video production work, and not IT, they were attracted to the ease of configuration and management of the active archive solution. The LA Kings' active archive solution



CASE STUDY Active Archive Alliance

includes a Fujifilm StrongBox T30, also known as the Dternity S30 with T30 and 75 terabytes of licensed NAS capability.

The open LTFS (Linear Tape File System) architecture was also a key factor in the Kings' decision. "For us to invest in a long-term archiving solution, we needed to rely on a format that was truly open source and non-proprietary," said Brenner. "Part of our strategy is planning for formats that will stand the test of time, outlast its original hardware and



“ An active archive was easy to digest and the concept was simple, even for a production-focused group with no real IT training. The learning curve for our non-technical staff is very short. In fact, we set it up on a Friday and by Monday we were up and running. ”

Aaron Brenner, Director of Production

maintain data integrity for an extensive amount of time. The data we're saving today is important to our brand, our partners and our fans now and in the future. LTFS covers our needs on all fronts." The team was able to create an active archive by standing a Dternity S30 behind its production Storage Area Network (SAN) as an archive appliance, allowing for static data to be offloaded from the SAN to the more economical tape-based

storage tier. That way, only "hot" data resides on the performance-oriented spinning disk storage tier, driving down overall storage costs.

"We were spending too many man-hours on storage management and too much money on storage capacity in the form of additional hard drives and LTO tape drives," explained Brenner. "In the past, we simply couldn't afford to save everything, so we couldn't guarantee that we would be able to save every epic highlight or goal."

"Today, we don't have to worry about deciding what to keep because we're able to save everything we need. Now, we can pull any angle of any shot from any game. It's nice to know that in 100 years, the Kings' production team will have access to these archives, including the original raw footage from the 2012 Stanley Cup Championship."

“ We're unofficial team historians. The type of content we produce is wide-ranging, and includes everything from historical pieces on the team - Wayne Gretzky breaking NHL records, for example - as well as looking into the future,” said Brenner. **“That's why it's extremely important we build a cutting-edge yet simple IT infrastructure to support that responsibility. And we need to do that within our CAPEX and OPEX budgets. ”**



Photo/video session with the Stanley Cup with closeups of the team member's names.