



## Turbo-charging file search for digital media production

Digital media content producer boosts staff productivity and accelerates project pipeline with unified access across storage and tape media and fast search of audio and video files

Entertainment

United States

### Business needs

An explosion of digital entertainment projects drove a fivefold increase in file storage capacity at a leading producer and distributor of digital content. Production and non-production staff were overwhelmed with an inefficient search for audio and video files. The organization needed a solution to accelerate file search across 2.5 PBs of heterogeneous storage and make the staff more productive.

### Solutions at a glance

- [Dell EMC ClarityNow Data Management Software](#)
- [Dell EMC Isilon Scale-Out NAS](#)

### Business results

- Greater productivity enables staff to meet growing demand for digital production
- Flexible API enables access to robotic tape libraries
- Streamlined compliance with ISO audits with reports on user activity
- Speedier project pipeline delivery
- Easier search for files without compromising file security
- Simplified management with a unified view of our storage pools and files, on-premises or in the cloud

Fast file search across

**2.5** PBs

of heterogeneous storage



File searches completed

**in seconds**  
compared  
to hours



A rapid increase in the number of content producers and distributors, as well as advances in wireless technologies and video formats, has driven a tidal wave of digital entertainment creation. For a top producer and distributor of digital entertainment, these changes drove a fivefold increase in file storage capacity in the last two years.

With such rapid-fire file growth, finding audio and video files was becoming more cumbersome. Since non-production staff were not allowed to touch audio and video files due to security policies, they asked production engineers to look up files required for project work orders.

## Visibility without access

To address this issue, the company's technology team evaluated file management solutions. Dell EMC ClarityNow stood out as the superior choice.

The company's technology director explains: "Dell EMC ClarityNow is lightweight and incredibly fast and responsive for searching. It provides users with an easy-to-use interface to search for files offline without compromising file security. The API was highly customizable, so we could easily develop plug-in software."

The company now uses ClarityNow to search for files across 2.5 petabytes of heterogeneous storage and tape media environments, as well as 1 petabyte of archival file storage, in three locations. Storage is composed of a mix of disparate arrays including Dell EMC Isilon Scale-Out NAS.

## Power in the hands of users

Now, the company completes high-volume pre-indexed searches in seconds compared to the hours it would take using traditional file search methods.

"With a high-volume production environment like ours, it's critical to make workflows efficient," the technology director notes. "By making file search so fast and easy, ClarityNow puts more power

in the hands of schedulers and increases their productivity. It also saves production staff time because they no longer get interrupted to look up files."

Because ClarityNow is integrated with Lightweight Directory Access Protocol (LDAP), the technology team can generate reports on user activity and control users' access to files. This streamlines compliance with ISO audits and other inspections.

## Unified view of on-premises and cloud-based files

Using ClarityNow's API interface, the company developed a plug-in to enable barcode searches for files stored in robotic tape libraries.

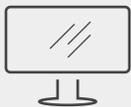
"With ClarityNow's open architecture and support of Python and other standards, we can customize the software easily," says the technology director. "Next, we plan to develop a plug-in to Amazon S3 and capture a unified view of our storage pools and files, whether they're on-premises or in the cloud."

Users also praise ClarityNow's interface and the ability it gives them to right-click and copy and paste paths into their work orders. Recently, the company began using ClarityNow's GUI interface for even greater ease of use.

## Stepping up to growing demand

Efficiency gains enabled by ClarityNow also benefit the company's business.

The technology director says, "Because we're more efficient, projects move through the pipeline faster, so we can better meet demand. Without ClarityNow, we likely would need to hire more people. "By having a huge positive impact on our productivity and workflow efficiency, ClarityNow has become a cornerstone product here."



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