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by DataCore

Premium Storage Workflow for a Premier League Football Club

CASE STUDY

Workflow Wins

Secure and future-proof cloud storage platform

Anytime, anywhere content access

Carbon footprint reduction

Enhanced content search and retrieval

Workflow continuity across multiple sites

Overview

With growing content demands and evolving work practices, a Premier League football club chose to implement solutions from Pixitmedia to enhance its storage environment. The integration of OM Cloud and Vision has optimized the club's content management workflows, and is providing self-serve access, unlimited scalability, and robust data protection.

Customer Challenge and Objective

After years of relying on file-based SAN storage to manage video footage across its sites, the club found that increasing content generation and evolving work practices were creating new challenges. The existing on-premise SMB structure was limiting continuity and scalability, highlighting the need for a solution that could overcome potential barriers in growth and development.
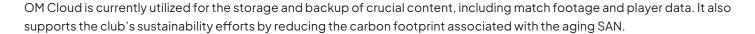
To address the issues, the club aimed to replace the aging storage system with a future-proof solution that could seamlessly adapt to evolving demands. The goal was to maintain the familiarity of a file-based system that could be securely accessed via the cloud to ensure continuity across sites.

Solution

Having been introduced to Pixitmedia's storage solutions during an outreach project by the vendor, the football club were intrigued how the technology could help in overcoming their workflow challenges.

They chose to implement Pixitmedia's media-focused cloud storage platform, OM Cloud, to streamline content search, retrieval, and collaboration across locations. With OM Cloud, the club benefits from self-serve access to content, unlimited scalability, and robust data protection. This cloud solution also provides faster media access than traditional on-site storage. Additionally, deploying Pixitmedia's web-based media and metadata management application, Vision, has further enhanced searchability and organization of assets.

Outcome & Future

OM Cloud is currently utilized for the storage and backup of crucial content, including match footage and player data. It also supports the club's sustainability efforts by reducing the carbon footprint associated with the aging SAN.

The Premier League club are equipped with a future-proof, secure, and scalable storage platform, allowing assets to be managed from anywhere. With no physical storage infrastructure to consider, OM Cloud and Vision will ensure seamless workflow continuity, safeguarding against disruption in evolving workloads.

Everton Football Club is a United Kingdom soccer club based in Liverpool, England. The club competes in the Premier League, the top flight of English soccer, uninterruptedly since 1954 the second longest current streak, being one of the biggest and most historic clubs in the English league along with Liverpool, Chelsea, Aston Villa, Tottenham Hotspur, among other English league giants, being only surpassed by Arsenal, which is the club with the most presences. It has been league champion nine times fifth most successful club,and is one of the founding members of the Football League in 1888 and of the Premier League in 1992. **evertonfc.com**

Pixitmedia by DataCore, is a leading provider of intelligent content and metadata management solutions for the media and entertainment industry. We go beyond storage to deliver a smarter ecosystem for media workflows, with end-to-end solutions that combine high-performance file, nearline, and archive platforms with metadata enrichment, indexing, and search. Enabled by data orchestration tools, our multi-tier technology simplifies content management and migration to ensure media assets are always where our customers need them.

Pixitmedia's innovative solutions integrate seamlessly into existing M&E workflows, optimizing efficiency and collaboration at every level - from ingest to archive to delivery. With Pixitmedia, content is always searchable, secure, and available whenever it's required.

For further insights, visit:

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