Quantum®

CASE STUDY

Corporate Video Team Carries Company's People-Centered Culture Around the World With StorNext
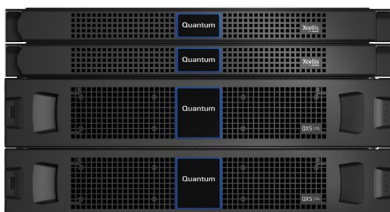
Challenged to produce more and more videos to support its people-centered culture for over 11,000 team members worldwide, the video team at Barry-Wehmiller realized that its NAS-based storage system couldn't keep up with the high-resolution formats they were increasingly producing. Quantum's StorNext Pro Studio resolved these issues, allowing the video team to edit in full resolution, shorten production cycles, and yield an important return on investment.

barrywehmiller
BUILDING A BETTER WORLD THROUGH BUSINESS

I303 SYSTEMS

FEATURED PRODUCTS

StorNext Pro Studio

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Thad Vaughn
Vice president of operations and infrastructure,
1303 Systems

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Elias Huch – Video production leader, Barry-Wehmiller

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SOLUTION OVERVIEW

- StorNext® Pro Studio
  - StorNext 5 software
  - Xcellis™ Workflow Director
  - QXS™-1200 RAID array
- Brocade 6505 Fibre Channel switch

KEY BENEFITS

- **High-performance solution**
  allows editing and viewing in place at full resolution—helping producers increase content quality and delivering important ROI
- **Integrated, turn-key solution**
  simplifies installation and ongoing maintenance
- **StorNext file sharing**
  lets multiple editors work on files at the same time—eliminating manual transfer of drives and shortening production schedules
- **Dedicated video production environment**
  increases performance without negatively affecting corporate IT
- **Experienced support**
  through Quantum and integrator 1303 Systems ensures system uptime

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Founded more than 125 years ago to provide bottle washers and pasteurizers for Anheuser Busch, Barry-Wehmiller has evolved today into a fast-growing $2.5 billion global powerhouse providing technology and engineering services for industries involved in packing, corrugation, sheeting, and paper conversion. One key to the company's enduring success is a corporate vision that stresses the value of the team members' contribution and the importance of creating a culture of communication and personal fulfillment for everyone in the organization. The company's CEO, Bob Chapman, is the co-author of a best-selling management book, *Everybody Matters: The Extraordinary Power of Caring for Your People Like Family*. It is an eloquent argument for the idea that companies ought to be in the business of creating a better world by building a broad community that includes all of their team members and their families, as well as the company's suppliers and customers.

COMMUNICATION KEY TO CORPORATE CULTURE

Creating and maintaining that culture across more than 80 companies and 11,000 team members around the world is a daunting challenge that places a premium on effective communication—and Barry-Wehmiller relies on its corporate video team to play an increasingly important role in its mission. In the seven years that the corporate video production team has been in operation, it has created everything from short-form documentaries and training materials to speeches and longer productions, featuring the CEO, for global distribution. But the video team was hobbled by an aging infrastructure that wasn't designed for video production, so they had a hard time keeping up with the demand for more projects and higher resolution formats.

AGING SYSTEM CAN'T KEEP UP WITH VIDEO PRODUCTION

"Our video production system used a share on the corporate NAS filer that wasn't designed for video production and couldn't keep up with what we needed to do," says Chad Harris, Barry-Wehmiller producer. "The performance limitations made it feel like our team was running through molasses—and to collaborate on projects, we ended up passing hard drives around. I had to review footage in Final Cut Pro's proxy setting, so I couldn't really tell what it looked like."

As the number of projects increased and higher resolution formats ballooned file sizes, the team looked at what it would take to upgrade to a solution designed for media workflow. To help guide the project, the Barry-Wehmiller team called on 1303 Systems, an experienced integrator that specializes in storage and management tools for video production environments.

"When we came in to work with Barry-Wehmiller, they were working on a corporate IT–supplied NAS system with all the traffic going over a very busy corporate network, and it was simply insufficient to edit in place," explains Thad Vaughn, vice president of operations and infrastructure at 1303 Systems.

DEFINING REQUIREMENTS FOR THE NEW SYSTEM

The first priority for 1303 was to work with the Barry-Wehmiller team to define the company's needs. The initial requirements were related to making the team more efficient: increasing performance to allow editing files in place and at native resolution, and allowing team members to collaborate more effectively by directly sharing files. Equally important was making sure that the new system would not have any negative impact on the corporate IT network and storage environment. And it was critical to have a system that would be easy to install and maintain with an experienced service team ready to provide support.

STORNEXT PRO STUDIO DRAMATICALLY REDUCES TURNAROUND TIME

The Barry-Wehmiller team selected Quantum StorNext Pro Studio with 96TB of high-performance disk connected to a new, dedicated Brocade Fibre-Channel fabric. StorNext Pro Studio is a fully integrated turnkey media solution that includes Quantum's StorNext 5 software, an Xcellis Workflow Director, and high-speed RAID storage that is fully compatible with Apple production environments. It provides high-speed file sharing over Fibre Channel that allows multiple editors to view and work

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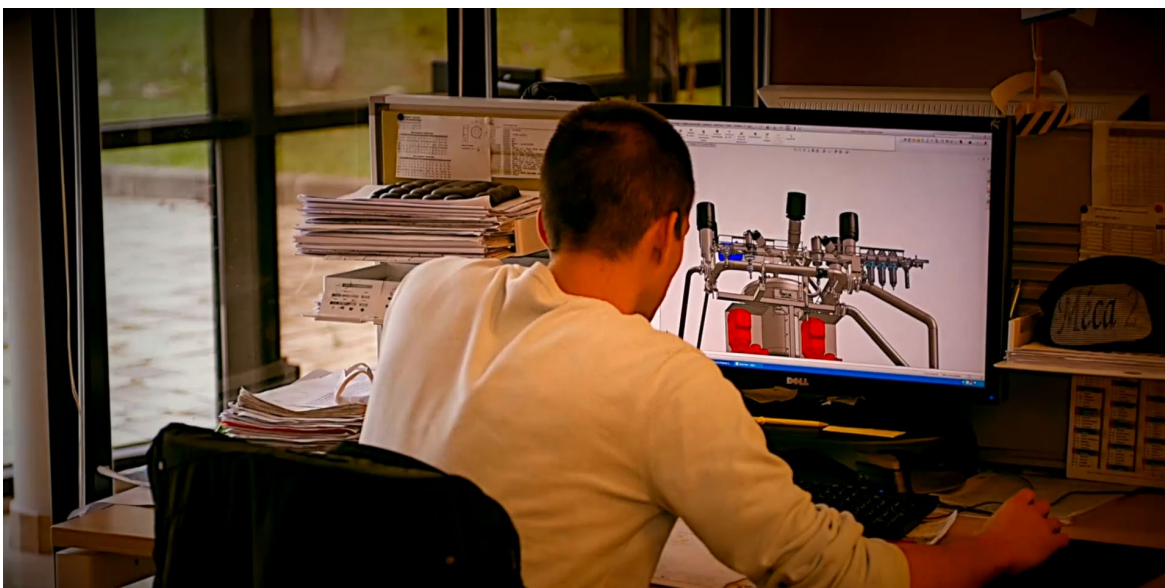Barry-Wehmiller

ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of engineering consulting and manufacturing technology for the packaging, corrugating, sheeting, and paper converting industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a $2.5 billion organization with 11,000-plus team members united by a common belief—to use the power of business to build a better world.

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.

on the same files at the same time at full resolution—dramatically decreasing the time required to complete projects.

"We recommended StorNext because StorNext is the standard in the media workflow world—and we knew the Pro Studio version would be perfect for a corporate video environment," explains Vaughn. "It's an integrated solution, so it's easy to install and maintain—and it creates a dedicated workflow environment that has no negative impact on the rest of the corporate network or storage resources. It scales easily, giving the Barry-Wehmiller team room to expand in the future. And it gives them the option down the road for setting up an automated archive solution, as well using off-line storage.

"The 1303 team, which has been working with Barry-Wehmiller for several years, is experienced in providing StorNext support, and the service team at Quantum is terrific. They give corporate IT groups the same kind of backing that they give to specialized agencies, television production companies, and movie studios."

FASTER PRODUCTION, IMPROVED QUALITY, AND IMPORTANT ROI

With the new system in place, work goes faster and editors can collaborate directly. Typical projects that used to take 60 days are now often finished in only 25-30 days.

And the days of looking at projects using grainy proxy settings are over—producers can see content in full resolution. "When

we brought in Quantum, we were not only doing one stream of 4K footage, we were doing multiple streams of 4K footage," says Harris.

"Since we've put the Quantum system in, we've not only been able to produce super high-quality production at a very fast turnaround, but we've been able to show management how important video is," explains Elias Huch, Barry-Wehmiller video production leader. "And we've been able to show a really important return on investment."