



# Case Study

## Consolidating Storage for Disparate and Varied Workflows

Global multiplatform entertainment company Endemol has complemented its recent UK content management installation with the integration of a nearline storage tier using MatrixStore from Object Matrix. The 60TB, 10GigE connected MatrixStore cluster fits smoothly into the existing infrastructure, providing a centralised storage hub for a variety of workflows including automated AS-11 deliverables and H.264 content generation for Endemol's YouTube channels.

## The Solution Coupling Tactical and Strategic Requirements

Previously, Endemol kept DigiBeta and HDCAM SR tapes on site and at a separate storage facility, but the new system makes its content more accessible and retrievable. root6 workflow engineer David Skeggs explains how the system works:

"Tapes get digitised as high-res HD masters, using MXF format AVC100. These are stored on LTO-6 tape using the Front Porch DIVArchive system, which drives the Spectra Logic T950 library. All content ends up on LTO tape and Front Porch is the management layer on top of that. A proxy of the content is also protected near-line in MatrixStore. This is the media that everyone looks at, via the Imagen website – a customised media management and publishing system from Cambridge Imaging. Here, they can search and utilise Endemol's content. Meanwhile, the high quality master copy is kept on LTO-6 tape which can be recalled if necessary."

MatrixStore is designed to scale in capacity, performance and workflows. MatrixStore vault technology enables Endemol to position its nearline storage tier for Imagen, DIVA and post-production workflows. New workflows for different departments also requiring secure storage are also under consideration. With 10GigE performance and a varied choice of access to data, the platform enables Endemol to share the nearline storage amongst multiple platforms and workflows.

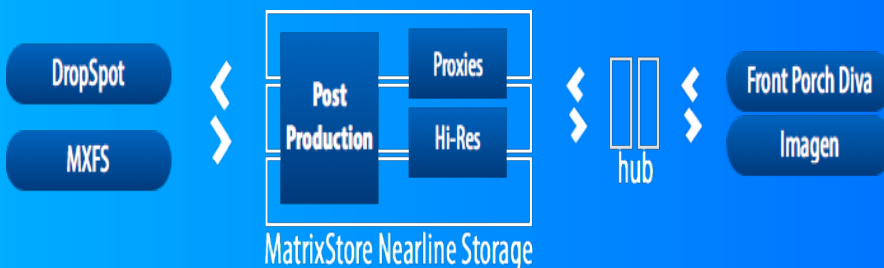
*A key advantage of our new storage and archiving system is that it's feature-rich with metadata. This makes our content more searchable and accessible and easier to monetise. MatrixStore's disk-based object storage with its customisable DropSpot interface fits neatly into our way of working*

**Mark Cotterel. Head of IT**

## Workflow Elements

The initial workflow at Endemol uses 24TB MatrixStore nodes providing 60TB of 10GigE connected nearline storage.

Access to the MatrixStore vaults is via DropSpot (with customisable metadata forms interface), MXFS (MatrixStore filesystem) and SMB. The SMB access is provided by two Object Matrix hub servers. This infrastructure is easily and rapidly scalable by adding more MatrixStore nodes. It is also possible to add more workflows by simply adding MatrixStore vaults as and when the requirement arises.



*When designing our infrastructure we were cognisant that creating disparate storage silos for each workflow was not scalable nor operationally efficient. We chose MatrixStore for our nearline tier as it provides the flexibility to service not only our current workflows but opens the roadmap in line with the requirements of the business.*

**Mark Cotterel**

