



CASE STUDY

Leading Satellite Television Provider Meets Growing Content Demand with Western Digital's Ultrastar® Data60 Hybrid Storage Platform



MV Television Thailand Co., Ltd. (MVTV) is one of its region's leading satellite television and multi-lingual content providers. It transmits over more than 25 channels using satellite systems covering areas throughout Thailand and 22 other countries worldwide. MVTV has radio contracts in over 50 countries and also provides a 24-hour online streaming service that greatly expands its broadcast footprint to reach new target audiences in ASEAN and beyond.

Challenging Storage Requirements: High Capacity, Flexibility and Ease of Installation

As one of the region's leading satellite television and multi-lingual content providers, MVTV faced inadequate storage issues due to its vast content library and growing company footprint. To address this, the company sought out a reliable solution to increase storage capacity that can help them meet current needs as well as future demands as it continues to rapidly expand worldwide. MVTV needed to find a solution that provided high capacity, was flexible and was compatible with their existing equipment to minimize installation issues.

After evaluation, MVTV selected Western Digital's Ultrastar Data60, the next generation hybrid platform for software-defined storage.

Ultrastar Data60 Hybrid Storage Platform Provides Scalable, Highly Reliable Storage

MVTV chose the Ultrastar Data60 platform for its high reliability, scalability and performance. By utilizing Western Digital Ultrastar 20TB SMR HDDs for this configuration, MVTV could deploy up to 1.2PB of raw storage in just 4U with blazing fast performance. This provided MVTV with a high-performance data tier to serve both fast data and big data from a single platform.

The Ultrastar Data60 enabled MVTV to meet current usage requirement but also provided the dynamic organization with the flexibility to easily scale in the future to handle rising storage demands as MVTV continues to grow.

Moreover, as the Ultrastar Data60 was designed for flexibility, MVTV was able to leverage its adaptability to meet their various needs that covered across satellite, cable, streaming and mobile application broadcasting. It even came in an optimum size that fits with the standard rack and could be easily installed to work with existing equipment. Looking ahead, the solution is also compatible to work with other systems that might be part of the company's future expansion plans.

Challenge

Existing data storage infrastructure was unable to keep pace with the growing storage demands of a leading satellite television provider's vast content library and growing company footprint.

Solution

A highly reliable, scalable and high performance storage solution based on Western Digital Ultrastar Data60 hybrid storage platform.

Results

- Extreme performance that improved workflows and provided fast access to content
- Cost-effective storage infrastructure to handle current storage demands
- Flexible infrastructure providing upgrade path to higher capacity and/or performance

"Western Digital's Ultrastar Data60 provides us with the flexibility to balance capacity, performance and cost. In addition, the solution was also compatible with MVTV 's current system without any issues, and the fact that Western Digital's warranty was very affordably-priced, as compared to other brands in the market, was another huge advantage."

Mr. Athittanone Chotpanchathub, MVTV IT Manager

Western Digital as a Trusted Data Infrastructure Solutions Provider

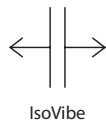
Beyond hardware, MVTV also selected Western Digital due to the excellent aftersales service, including product exchange in the rare case of defect or for product service claims. The fact that Western Digital's warranty was very affordably-priced, as compared to other brands in the market, was another huge advantage.

About Western Digital

Western Digital creates environments for data to thrive. As a leader in data infrastructure, the company is driving the innovation needed to help customers capture, preserve, access and transform an ever-increasing diversity of data. Everywhere data lives, from advanced data centers to mobile sensors to personal devices, our industry-leading solutions deliver the possibilities of data.



Ultrastar Data102 and Ultrastar Data60 Storage Platforms



IsoVibe

IsoVibe Patented Vibration Isolation Technology

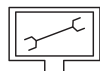
Precise cuts in the baseboard provide a suspension for the drives in the chassis, isolating them from transmitted vibration. The result is that consistent performance is maintained, even when all the drives are working hard.



ArcticFlow

ArcticFlow Innovative Thermal Zone Cooling Technology

By introducing cool air into the center of the chassis, drives operate at lower and more consistent temperatures than conventional systems. This results in lower fan speeds, reduced vibration, lower power consumption, quieter operation and ultimately higher reliability.



Resource Manager

Western Digital Resource Manager

A GUI-based tool that enables real-time monitoring and management of the platform and provides a consolidated dashboard displaying the most critical information. Other views allow platform configuration, health monitoring and maintenance.

Western Digital.

¹ One TB equals one trillion bytes when referring to storage capacity. Accessible capacity will vary from the stated capacity due to formatting and partitioning of the hard drives, the operating system, and other factors.

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