Western Digital Storage Platforms are part of an Affordable and Performant Media Library for Vodafone

Challenges

Vodafone's task was to assess if they were in need of SSDs, HDDs, or another combination to support their workflow, to provide a reliable and secure location for storing the entire library of their corporate production assets, to meet their budget requirements, and to have a solution that can scale as their needs grow.

Solutions

The performance of the Ultrastar® Data60 preserves the workload of the studios, datacenter, and production workstations located on the 18th floor that are all connected using a fiber connection throughout the building.

Key Results

The combination of HDD and SSD platforms along with SanDisk® products made Western Digital an excellent solution to meet their ever-increasing content storage demands.

Vodafone Studios

Vodafone Studios have a well-appointed configuration with a large recording room with three 4k cameras operating at 50 frames per second. This large room also has a dedicated workspace where they can record their traditional talking head content. There is also a smaller recording studio suite with another three cameras of the same caliber where smaller spaces can be utilized to effectively double their production capacity.

With all of this capability, they are experiencing greater production demand and are facing substantial growth in content creation.

The architecture of their workflow is to accomplish all of the recording on set, in the studio, and increasingly, off site, and immediately store the recoded content onto fiber attached servers located in the downstairs production building.

Ideal Storage Solution for Production

The Vodafone team worked very closely with the Western Digital team and their solution integrator to assess their data throughput and total capacity requirements, as well as understanding their remote offsite production needs.

"Through our long-time relationship with Western Digital and our system integrator, I know I can trust them to architect a system that meets the requirements we gave them", said Timo Nemitz, Manager Digital Solutions bei Vodafone Deutschland.

The team concluded that a Western Digital Ultrastar Data60 with a capacity of 432TB[1] would be the ideal solution to address their near-term needs while providing the necessary performance for real-time recording, production work, and additional scale in capacity. According to Timo, "the downstairs datacenter is earthquake-proof and fireproof as all the data for the Vodafone Germany headquarters is stored there".

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Timo Nemitz
Manager, Digital Solutions

"Having this fully integrated environment along with VPN gives me the ability to work on organizing all the content from my home office and the files are available to us anywhere in the building".

Dirk Ellenbeck
Head of Digital & Channels

Western Digital assessed Vodafone's I/O needs based on the number of editors and desired streaming rates to see what the minimum number of HDDs might be required to handle their most difficult workload

combination. The Vodafone team identified their need for future upgrades in recording capacity and were assured that their storage capacity has the capability to grow by an additional 288TB with the addition of more HDDs.

The system was configured to function with Vodafone's 10Gb network's transport capability, allowing the Ultrastar Data60 to deliver a combined throughput of 1.5GB/s with peak rates as high as 9 GB/s with a 512kB random read/write operation that is typical for multi-stream video transport.

"Having this fully integrated environment along with VPN gives me the ability to work on organizing all the content from my home office and the files are available to us anywhere in the building", said Dirk Ellenbeck.
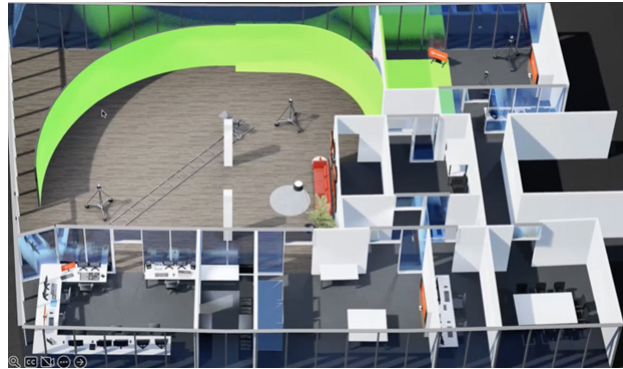
In addition to the on-premises storage workhorse in the datacenter, the Ultrastar Data60, Vodafone was able to fulfill their capabilities for both the on-set and off-site using several SanDisk Professional solutions including a 96TB G-RAID™ SHUTTLE, multiple SanDisk PRO-READERs, SanDisk Extreme PRO® SDXC and microSDXC™ memory cards, in addition to using RescuePRO® Deluxe software and a 2TB portable SSD. Vodafone's production centers around both Adobe® Premier® and DaVinci Resolve software.

Summary

Vodafone's production team has been dealing with growing demand over the past couple years and reached the point where the need to revamp their production environment to keep up with the demands of ever increasing, high-resolution video production became highly necessary. Their longstanding relationship with the Western Digital team and their system integrator resulted in a team that understood their requirements to a high degree and had the ability to define systems to meet their current and future productions in the most cost-effective way.

The combination of HDD and SSD platforms along with SanDisk products made Western Digital an excellent solution to meet their ever-increasing content storage demands.

[1] One terabyte (TB) is equal to one trillion bytes. Actual user capacity may be less due to operating environment.

Western Digital.