Western Digital and Shikenso address the challenges of applying Artificial Intelligence to the esports industry.

SHIKENSO Analytics

WD RED® PLUS NAS HARD DRIVES PROVIDE:

- **Designed for Continuous Operation:** WD Red Plus hard drives are designed for systems that operate 24x7, giving users the confidence of knowing they can reliably access their data.

- Tested for Dependable Compatibility: Western Digital partners with a wide range of NAS system vendors to ensure compatibility with most NAS enclosures.

- Balanced for Increased Reliability: Hard drives that are not properly balanced may cause excessive vibration and noise in multi-drive systems, which could reduce hard drive life span and degrade the performance over time.

- **Optimized for Lower TCO:** WD Red Plus drives are engineered to use less power (versus previous models) and run cooler, which reduces operating costs and helps reduce heat in thermally challenged NAS boxes.

WD Red® Plus NAS Hard Drives Deliver Optimized Performance for Artificial Intelligence Environments

Challenge

The gaming and esports industry has been booming for several years. It shows a clear growth as well as an increasing importance from an economic point of view. More and more advertising along with sponsored content is posted in these environment. The digital startup Shikenso is a specialist when it comes to the Artificial Intelligence (AI) supported evaluation of such content in this area. As the first German startup of its kind, the company processes the analysis of media values in live broadcasts in a scalable manner using a specially developed AI. On streaming platforms (Twitch, YouTube) and in social networks, data-based analyses provide well-founded insights into marketing activities as well as brand perception and allow conclusions to be drawn about the performance and success of campaigns. The company's tracking algorithm recognizes, for example, banner and product placements, logo insertions or advertising videos. Due to the large amount of data generated by the use of AI, the company was faced with storage capacity challenges. In order to be able to process the collected data from the analysis in the best possible way, a high-performance data management system is required as a basis for the company's survival.

So far, their open cloud solution has been adequately working with their current daily performance and capacity requirements. However, with global connectivity and the increasing number of live streams and video content in the digital space, Shikenso was faced with the challenge of keeping up with this data growth while continuing to support and promote developments in this market. The company has seen a clear increase in demand for data-driven and analytics-driven solutions over the last year. Combined with the increase in live broadcasts and streaming content, there was an explicit need to expand the storage solution used to date and implement an efficient archiving system.

Solution

In order to meet its expanding requirements, Shikenso worked with its new partner Western Digital to reimagine Shikenso's storage architecture. Not only did Western Digital bring decades of data storage experience to the table, it also brought the WD_BLACK® brand, which is synonymous with gaming and esports. Western Digital is already actively represented on the market with this gaming brand as a sponsor of SK Gaming, one of the largest and oldest esports organizations in the world. This gave Shikenso an advantage by partnering with an established esports oriented company like Western Digital. The WD_BLACK product line was developed especially for gamers and provides optimized solutions for every gaming setup providing increased performance, extreme reliability and high storage capacity. Through targeted brand placement on social media as well as managed marketing campaigns such as giveaways or banner insertions in live broadcasts, WD_BLACK strengthens both its direct customer engagement and its position as an endemic part of the industry.

Together with Western Digital, Shikenso identified the ideal storage solution that could provide the perfect combination of performance, security, reliability and flexibility needed to keep pace with their exponential growth. At the heart of the solution was WD Red Plus hard drives.

WD Red® Plus drives are designed to handle workloads of power users and small to medium business NAS environments. WD Red Plus drives deliver the speed and capacity required to store, protect and share growing amounts of data in mid-sized RAID-optimized NAS systems with increased power efficiency. WD Red Plus drives are engineered to use less power (versus previous models) and run cooler, which reduces operating costs and helps reduce heat in thermally challenged NAS boxes.

Western Digital partners with a wide range of NAS system vendors for extensive testing to ensure compatibility with most NAS enclosures.

Western Digital's exclusive NASware™ technology fine tunes drive parameters to match NAS system workloads, which helps increase performance and reliability.

Benefits

With WD Red Plus hard drives, Shikenso can now work smoothly with high performance, consistent retrievably and the scalability needed to meet today's and tomorrow's data growth needs. The chosen solution covers both the current and future workload of the company and enables retrospective analysis by archiving data. In addition, the physical storage for archiving is significantly more cost-efficient and covers all requirements for an archiving system for Shikenso.