LIFE AFTER MAM:

PHANTASTIC WORK WITH CHESAPEAKE SYSTEMS LOADS THE BASES FOR PHILADELPHIA PHILLIES

Video team discovers the benefits
of a MAM deployment

CASE STUDY

CHESA
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OVERVIEW

Like the Major League Baseball team it serves, the Philadelphia Phillies' video production department is expected to hit it out of the park every time they're at bat. This department meets the needs for social media content, ticket sales promos, and sponsored features on the PhanaVision scoreboard for ad sales. It also creates content for the displays inside and outside Citizens Bank Park, game day broadcasts, as well as special community and player events.
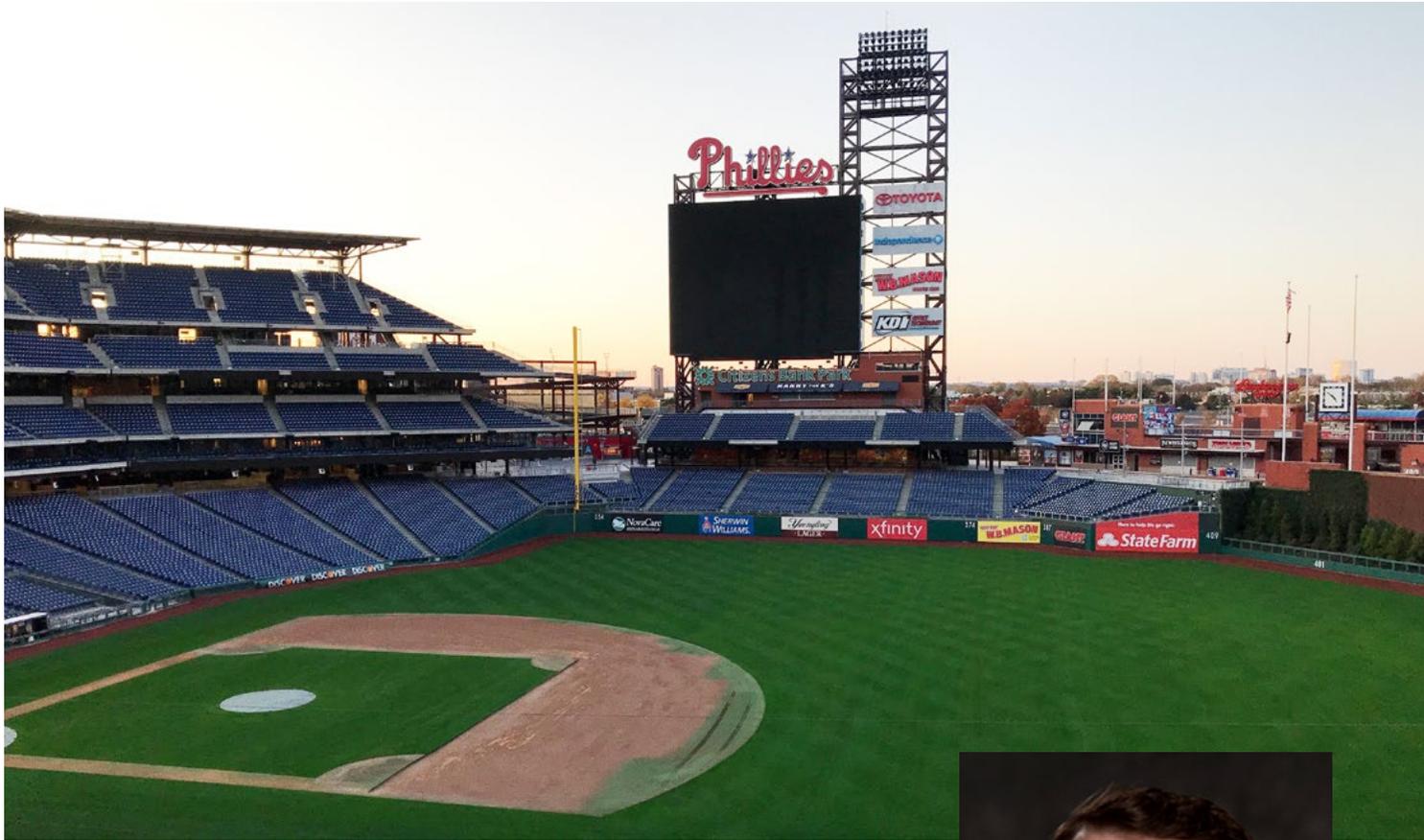
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" The demand for content is through the roof; there's a constant need for new and updated material."

- Sean Rainey
Manager Of Video Production
Philadelphia Phillies
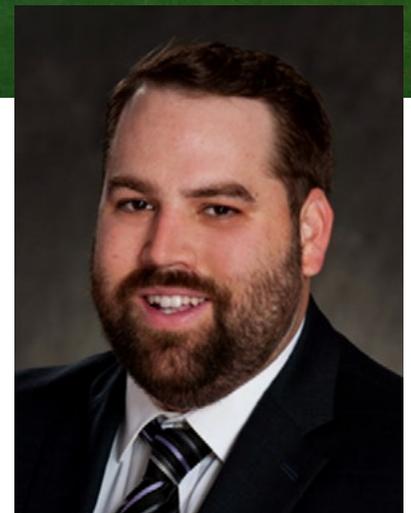
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THE CHALLENGES

Based on these expanding needs, the video production team requires a large online storage system for production. They use Canon EOS C300 cameras and have nine editing stations running Adobe Creative Cloud. The department also relies on an efficient asset management system and archival storage for easy access to legacy assets. "For example, when a player retires, we need to dig up footage easily," notes Rainey.

"You can probably walk into any MLB team and see hundreds, if not thousands, of tapes – usually in a closet," Rainey explains. "MLB has its own archival system from which you can glean some assets, but the Phillies has such a rich history that we have some old archival tapes that even MLB doesn't have."

The video production department connected with Chesapeake Systems in 2013. "We had just acquired 150-200TB Dell EMC Isilon storage, which was a big jump up from our 4TB NAS," Rainey says. "We were looking for a company in the area to set us up on the new storage network and connect our workstations. We talked to a few of our colleagues in the industry, and many of them spoke very highly of Chesapeake Systems and their sports expertise. Our next call was to them, and we've been happy ever since!"

HOW CHESAPEAKE SYSTEMS HELPED

Rainey remembers feeling comfortable with Chesapeake from their first meeting. "They came on site and talked us through the workflow – addressing the nooks and crannies that come into play when dealing with large digital media files," he explains. "They were very easy to deal with, and we were all pleased with the direction they suggested."

Chesapeake Systems worked with EMC to help configure and fine-tune the storage array, and installed a Quantum Scalar tape library with a pair of LTO tape drives for archiving, all of which are still in use today. Chesapeake also introduced Squarebox CatDV, a media asset management system, to replace Apple Final Cut Pro Server.

" Chesapeake took all of the Final Cut assets and brought them over to CatDV with no loss of metadata. They then set up a Archiware P5 middleware to enable CatDV to send footage to archive.."

- Sean Rainey
Manager Of Video Production
Philadelphia Phillies

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KEEPING AN EYE ON THE FUTURE

"Our LTO tape archiving will probably be reaching the end of its life next year," Rainey continues. "So, we will have to decide whether to migrate to another system or take a different direction. We'll talk with our colleagues in the industry and look to Chesapeake for advice."

While he acknowledges that people are moving to the cloud for archival storage, the egress cost is still something to consider. "The amount of film and video assets we have here is enormous. We'd never know how much we'd need to download from the cloud on a given day – it might be 500MBs or it might be a 90GB game record."

Right now, the department's Isilon storage system still has room for expansion. "Chesapeake installed a new switch on the Isilon so we can add more workstations as we continue to grow," says Rainey. "Then they managed the migration process of all files to the new Isilon, which is split into 350TB replicated for true online storage backup."

As Rainey plans ahead, he notes that the Phillies' PhanaVision will probably be upgraded, and a new, higher-resolution scoreboard would require increased storage capacity. "If we move to an HDR or 4K workflow, we'd run out of storage quickly," he says. "We'd need to do our homework in advance in order to find the best new solution."

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A TRUE PARTNERSHIP

Being a Chesapeake Service Level Agreement (SLA) client also gives Rainey peace of mind. "We have a partner in Chesapeake. When working with technology, something always comes up that you haven't seen or dealt with before. Chesapeake has; they have our back and we rely on them to handle any issues that come up quickly and efficiently."

Rainey adds that since everyone here wears a lot of hats, "working with Chesapeake has made our lives a lot better. Every sport has different needs and budgets, but that doesn't matter to Chesapeake. They bring us solutions that meet our needs, and their support is of the highest levels. We've accomplished a lot in a short amount of time and are confident that Chesapeake's expertise has positioned us for the future."

This case study demonstrates ways that Chesapeake Systems can help organizations develop a successful, scalable solution with ongoing support that fits your needs.

Ready to discuss how we can help your organization?

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