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" We were concerned about data migration from multiple legacy NAS storage systems into a hybrid cloud model. SoDA made our migration refreshingly easy. SoDA also connected into our Media Asset Management environment to enable our long term preservation and archive workflows.

- Jason Lavine, Los Angeles Chargers

LOS ANGELES CHARGERS

LA Chargers Virtualize Media Workflows with IMT MaaS Hybrid Solution

CUSTOMER CHALLENGES

- The Los Angeles Chargers organization relies heavily on video content captured from games, practices, and interviews from its 60-year historical archive.
- As the Chargers began producing 4K and 8K video content, their legacy storage infrastructure could not support the performance and petabyte-scale requirements needed to sustain their production workflows.
- The team needed a simple and cost-effective way to migrate off their legacy system. Their historical archive was located on Beta, VHS and DVD media all of which were unsearchable and offline resulting in minimal access to content.
- The Chargers needed to publish finished content quickly which drove the need for a remote editorial solution.
- Content acquisition on a variety of camera formats required manual preparation before being able to edit.

SOLUTION DESIGNED AND IMPLEMENTED BY IMT

- IMT custom MAM as a Service (MaaS), with a hybrid MAM system from Levels Beyond Reach Engine to power the Chargers creative staffs' work from home (WFH) initiative as well as API integration with Reach Engine into several different tools within the new workflow ecosystem such as Telestream Vantage, SoDA Data Management, and Veritone's aiWARE AI services.
- QUBE render farm was used for their graphics department to render out visual effects, and Veritone's AI services were integrated into the MAM for automated metadata tagging.
- VxRail HCI was selected to simplify the day-to-day management of the Chargers' virtualized environment supporting their MAM, render farm, and data management software.
- SoDA intelligent data management was installed and configured in minutes on the Chargers' new VM environment on a hyperconverged Dell EMC VxRail allowing them to control data movement between storage tiers onsite and in the cloud.
- SoDA enabled content migration from legacy NAS storage using the new VxRail Solution.
- SoDA provided API MAM integration and automated policy-based data movement from on-prem to AWS cloud.
- SoDA automatically monitors and tracks every job, generating reports on demand for departmental chargebacks and client billing.
- IMT Managed Services cover the entire solution providing ongoing support for the media applications, MAM development, and the hybrid cloud workflows from the HCI VxRail to AWS.

BUSINESS BENEFITS OBTAINED

- The Chargers Archive content is now searchable and available to users.
- Automated migration reduced IT resources, saving the Chargers time and money.
- Minimized on-prem storage costs by utilizing elastic cloud storage.
- SoDA provided real-time cost analytics to control cloud budget and spend.
- Lightweight proxy workflow allowed for greater flexibility with remote editorial.
- Faster turnaround on projects from ingest through work-in-progress, and delivery.
- All applications virtualized on VxRail for an easy to manage all-in-one HCI solution.
- IMT MSP for one call support escalation for the entire application stack and hybrid cloud solution

Contact Us.   **Visit Us.**

SOLUTION TECHNOLOGY PARTNERS

Storage	DELL Technologies TITANIUM PARTNER
Media Asset Management	reachENGINE
Cloud	aws
Data Management	SoDA
Transcoding	telestream

ABOUT US

Integrated Media Technologies,Inc. (IMT)

Integrated Media Technologies Inc. (IMT) is a leading technology solutions and managed services provider. As leaders in the Media Entertainment and Corporate IT sector, IMT's superior team of engineers, architects, analysts, and sales professionals design, engineer, build and deploy fully supported and maintained enterprise class technology systems for their customers. In 2020, IMT's technology leadership has been recognized by key partners including Dell-EMC. CRN ranked IMT #205 on the Solution Provider 500 list and on their Tech Elite 250 list in 2020. IMT's operations are segmented into three principal businesses: Consulting and Systems Integration, Video Collaboration and Software.

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