

# Performant Enterprise Storage

## Gives Production Team Operational Traction

### LA Kings select OpenDrives storage for performance, capacity, and scalability gains

Sports teams' production departments wear many hats. For the LA Kings, not only does the production team spearhead game presentation and the events surrounding gametime, but it also serves as the content machine for promotional and marketing campaigns built around the entire hockey team and individual players, including original video series such as the team documentary *Black & White*. In addition, creatives generate libraries of footage for ongoing monetization of the team's brand as well as for future uses. In a way, the production department is the documentarian for the entire organization and personnel, so storage needs must address present workflow requirements and long-term storage and archiving capabilities for future initiatives.

These are conditions that demand not only performance and speed from an enterprise storage solution, but also flexibility and scalability to help adapt with the production team's growth. What currently comprises a small pool of editors today may become an organization of many more creatives in the future. An effective storage solution must accommodate multiple or many concurrent users who are often accessing rich and dynamic content simultaneously for multiple purposes to achieve multiple outcomes. Most solutions simply can't meet all these requirements, which ultimately hampers creative output.

**And that equates to missed business opportunities for the organization.**



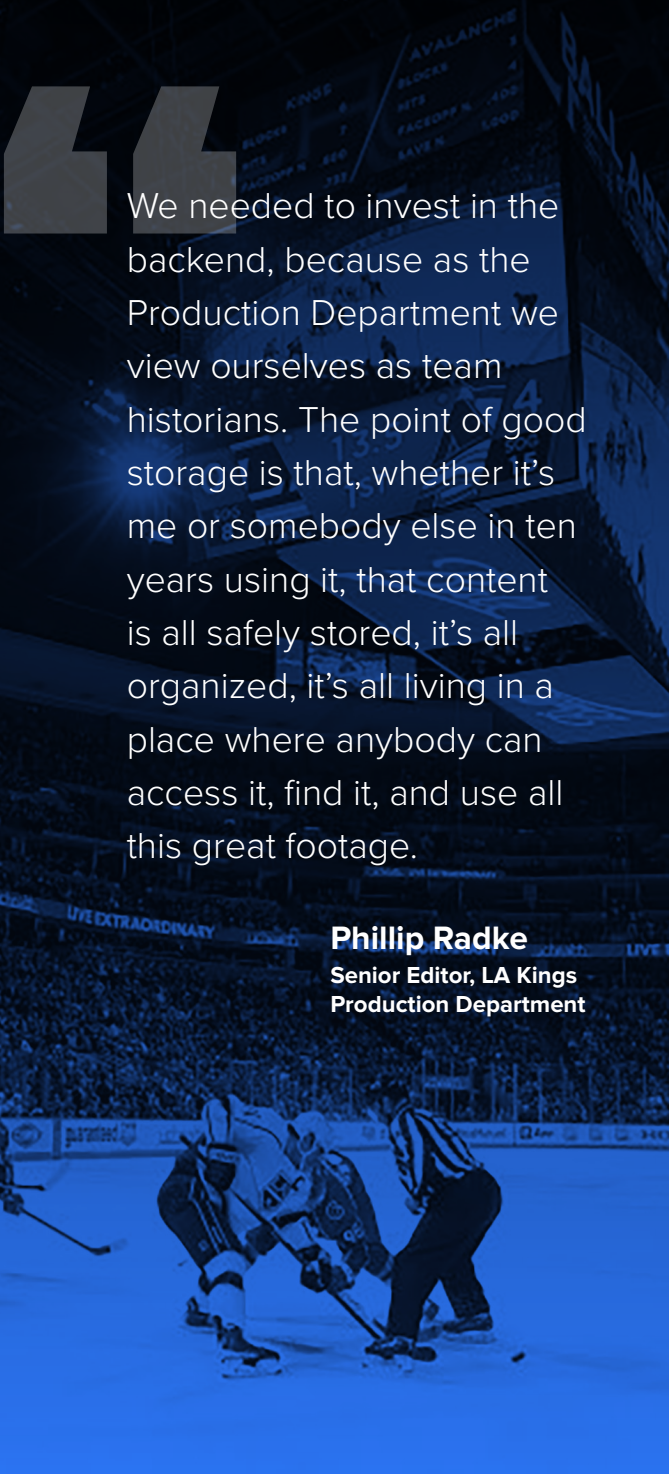
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## The Operational Pain Was Real

The repercussions from the onset of the 2020 pandemic disrupted LA Kings' production team in the same way it did most other organizations. In-office work was forced out of the facility for the most part, distributed among editors who had to run through workflows remotely. Fortunately, the production team had made some significant infrastructure investments just prior to the pandemic, which nicely facilitated this shift to remote work. However, the pandemic wasn't the initial cause of their pain.

As far back as 2013, the department was struggling with a suboptimal data storage solution that just couldn't keep up. The smaller fiber-mounted server only had six mountable volumes, but each volume could only be written to by a single editor at a time. This lack of performance severely restricted the collaborative work capabilities of the team, but as the size of the team and the workloads continued to grow, the entire storage infrastructure began sustaining massive failures.

As Senior Editor Phillip Radke notes, "By 2019, it became obvious that the growing pains we were experiencing weren't worth it anymore, and wouldn't return dividends. I wanted more fluidity with our data. That's when I knew we needed a new solution."



We needed to invest in the backend, because as the Production Department we view ourselves as team historians. The point of good storage is that, whether it's me or somebody else in ten years using it, that content is all safely stored, it's all organized, it's all living in a place where anybody can access it, find it, and use all this great footage.

**Phillip Radke**  
Senior Editor, LA Kings  
Production Department

## A Solution with Huge Growth Potential

Based on recommendations from colleagues in the industry, the production team began exploring options, and the name that kept coming up was OpenDrives. What they heard seemed to fit the bill: highly performant enterprise storage that had been proven out many times over in the media and entertainment industry; flexibility and scalability to meet the current and future needs of the production team; and professional services and support that wouldn't stop upon cutover to production. And this is exactly what they found in their new OpenDrives solution.

**"We put it in, installed it, and it didn't miss a beat,"** says Radke. Fortunately, they transitioned off the old storage system just in time, too. "It really doesn't even turn on anymore," he added.

The LA Kings also benefited from the expert deployment and operational support. Radke highlights their standout customer support experience, with prompt and professional responses to any and all questions and full support until closure of any issues they've encountered. "I've never had a problem they couldn't fix," he points out.

Fortunately, as the pandemic hit and business closures loomed, the LA Kings already had the OpenDrives storage solution deployed and fully operational.

# High-Value Outcomes

One of the key benefits that the team immediately leveraged was the solution's ready support of remote workflows and workstations. Given the high performance and speed coupled with incredibly low latency for which OpenDrives solutions are known, editors were able to access game footage and never missed a deadline.

## Scoring with other key features

- Deployment of a high-performance storage solution to replace failing storage systems that couldn't keep up
- Support for collaborative workflows with many users accessing the data simultaneously
- Remote workflow support, enabling the team to be flexible and pivot to at-home editorial work
- Flexible and scalable storage infrastructure that can grow with LA Kings' production team far into the future, giving operational assurances and maximizing their ROI
- World-class professional technical support that has resolved all issues in a timely and responsive manner, and optimizes their solution

## The Future Is All About Expansion

For a small team, the LA Kings production department makes an enormous amount of content—and as the team expands with the hockey organization itself, that volume will only continue to grow. With additional editors and other creatives coming online, they simply don't have to worry about their OpenDrives solution missing a beat.

Radke sums it up best: "At no point do I worry that our OpenDrives storage solution is having a hard time." And that frees them up to do what they do best, which is create great content and tell compelling stories about the LA Kings hockey team, players, and organization.

## Reach Out to Us

And hear more about how we've helped companies such as the LA Kings overcome the bottlenecks and operational obstacles presented by underperforming storage systems.

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