DELLEMC

Delivering the day's emerging multimedia

Silver Trak Digital delivers 4K and other media faster while cutting costs and risk, and speeds staff efficiency by 40 percent with a seamless Dell EMC Isilon All-Flash storage platform

Silvertrak

Technology | Australia

Business needs

Silver Trak Digital—Australia's top content aggregator and distributor—constantly strives to improve workforce and IT agility. The company needs to have the latest technology and workflow solutions to manage increasing numbers of projects and larger file sizes from formats such as 4K high dynamic range (HDR). At the same time, the company consistently works to speed turnaround times, bringing better value to its clients by reducing costs and boosting system reliability.

Solutions at a glance

- Dell EMC Isilon F800 and A2000 Scale-Out NAS storage

- Dell EMC Networking S-6010 ON switches

- Dell EMC Deployment Services

- Dell EMC Financial Services

Business results

- Data center space reduced by two-thirds

- Minutes instead of hours to process files that are larger than before

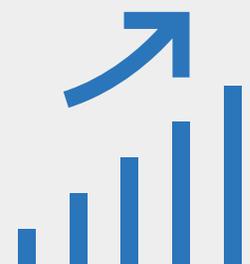- Halves IT power requirements

- Drives growth

40% increase in staff efficiency

3% boost in system availability, from 96% to 99.999%

Innovations in multimedia entertainment are enriching lives. Organizations that process, aggregate and distribute content, such as Silver Trak Digital, must increase agility and rapidly scale workflows to remain at the forefront of their industry. This is essential to support more projects and larger file sizes as formats quickly evolve from SD, HD, and 4K to 4K high dynamic range (HDR) and soon 8K.

Silver Trak converts raw media files into formats for digital cinema, SVOD platforms, DVD, UHD-Blu-ray, and Blu-ray—and it manages quality control (QC) processes to identify and fix any issues before public release. The company also aggregates data from many content owners, which is then supplied to many distribution platforms.

To ensure fast application performance for all staff and support different file systems, Silver Trak had many storage area networks (SANs). Workflows such as clients' services, QC, file conversions, editing and rendering ran on different SANs with tools including Transkoder, Iris QC Pro, BATON QC and Adobe Premiere. However, as file sizes and project volumes increased, staff were spending too much time waiting for file transfers and application processes. For example, for every project, a client sent their files to a portal based on one SAN. Employees then often spent an hour or more moving files between SANs, so that they could work on them using different tools. At the end of a project, someone had to invest more time moving the final files back to the client portal's SAN.

Boosting efficiency by up to 40%

To gain the efficiency and agility needed to drive growth, Silver Trak sought a highly flexible storage platform to support all workflows. After reviewing options, Silver Trak chose Dell EMC Isilon Scale-Out network attached storage (NAS) along with redundant Dell EMC Networking switches at top of rack. With Isilon, Silver Trak could deploy one hybrid storage platform to meet all its requirements, which included faster performance with SDDs, affordable storage with spinning disks, improved scalability to quickly manage new requirements, and interoperability with Windows, Mac, Linux and S3. In addition, the company could reduce upfront costs by financing Isilon through Dell EMC Financial Services.

Silver Trak had Dell EMC Deployment Services help install and configure its new NAS so it automatically moves files between SDDs and spinning disks as needed for performance. Tim Creswell, chief executive officer at Silver Trak Digital, says, "By consolidating all of our content on Isilon, users no longer have to spend an hour or two moving files before they can start working, which saves up to 40 percent of effort on each job." The amount of time saved in association with Silver Trak's staff's expertise has resulted in greater workflow efficiency.

Quicker turnaround times means growth

Today, staff are also completing jobs faster. "We're doing things no other company in the country can do, including 4K HDR, with Isilon," says Creswell. "What's more, a rendering process that used to take an hour and a half now takes five minutes. We're turning around three or four jobs in a day that are a terabyte each. And if we need more storage, we can plug in a new node on the fly. All of this is significant because we can now support more jobs with larger files and deliver them in the timeframes our clients need."

"*We have the agility and reliability to support cutting-edge media companies and stay ahead of our competitors with Dell EMC Isilon.*"

Tim Creswell
Chief Executive Officer
Silver Trak Digital

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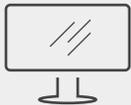>
> Tim Creswell
> Chief Executive Officer
> Silver Trak Digital

Cuts costs and risk

Compared with the previous SAN, Isilon occupies two-thirds less rack space and uses half the power, so Silver Trak will save $10,000 a year in utility costs. Availability has improved from 96% to 99.999%. Plus, Silver Trak has diminished risk of downtime or performance issues with Dell EMC ProSupport because its staff can rely on immediate phone assistance or on-site help within 30 minutes, regardless of day or time. "We have the agility and reliability to support cutting-edge media companies and stay ahead of our competitors with Dell EMC Isilon," says Creswell. "It handles all the workloads we put on it without any downtime or lag."

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