

## WGCU Public Media Finds the Right Tune with NetApp Storage For their Growing Business



### Highlights:

#### INDUSTRY

Media (radio broadcasting, television, magazine and web community)

#### CHALLENGE

WGCU Public Media was faced with a Tape Storage environment and was seeking a turnkey solution to transform their video tape library and ancillary data into an encompassing Media Storage Device (MSD).

#### SOLUTION

Champion moved WGCU's tape storage to a disk storage environment using NetApp technology (hardware and software) to support their growing business and critical data storage applications. While offering continuous data access and protection, the solution also addresses disaster recovery. Champion engineers provided professional services and hardware maintenance services.

#### RESULTS

The results identified from this solution are countless. Primarily, the new Disk Storage and Software addresses business continuance, disaster recovery, and backup and restore while reducing costs, improving serviceability, increasing performance and supporting growth requirements.

For nearly 25 years, Florida Gulf Coast University's WGCU Public Media, based in Fort Myers, FL, has provided informative, entertaining, family-oriented public television and radio programming for Southwest Floridians. With a clear mission to engage the minds and enhance the lives of their viewers and listeners, and to create a well-informed community, it is business critical to have highly reliable and available technology. When this media company was seeking a turnkey storage solution to transform their video tape library and ancillary data, WGCU issued a call for competitive proposals. In the end, Champion delivered a NetApp Disk Storage to meet their enterprise storage requirements today and to provide the foundation for their growth in the future.

#### Broadcasting a storage problem

The WGCU's technology dilemma was simply defined: The tape storage they were using for their media and broadcasting business was no longer sufficient. When it came time to evaluate other media storage, WGCU Public Media was looking for a highly reliable and flexible Media Storage Device (MSD) solution. And when they heard from Champion Solutions Group—a leading technology solutions company and Network Appliance (NetApp) Platinum Partner—WGCU was excited about NetApp's storage capabilities.

After selecting Champion Solutions Group's proposal, Tim Rustan, Johann Quiroz, and John Munnill made an onsite visit with the WGCU team to gain an even clearer understanding of their business needs and technology challenges. The key requirements to the solution include:

- The solution must have the ability to segment and secure different storage pools for the purpose of providing space to multiple departments within WGCU Public Media
- Smaller media storage (reduced footprint)
- Improved manageability of media storage

- Increased performance for faster search times, edits, inserts, etc.
- Flexible upgrade options
- Ability to support the intermix of both Fiber Channel and SATA disk drives under the same controller
- The MSD must support the ability to simultaneously provide the following Protocols: Fiber Channel, SAN, IP SAN (iSCSI) and NAS

Champion collaboratively led discussions and demonstrations of NetApp technology and how it can address their specific requirements, as well as support their growing business and critical data storage applications.

"Tim and John were very helpful and knowledgeable in helping WGCU to put this project together. I think we all learned a lot about where file storage and broadcasting are moving to in the near future. I look forward to working with Champion as this project redefines the way Broadcast and Networking technology work together to mold the future," said Rick Carroll, Chief Systems Engineer for WGCU Public Media.

#### Making the move from Tape to Disk

By moving from Tape to NetApp Disk Storage, there were numerous benefits that attracted WGCU to this migration:

- Easy installation, migration, and management
  - Appliance model, seamlessly integrates into existing environments
- Scale seamlessly and non-disruptively
  - Storage pool grows dynamically and without downtime
- Simplified backup and restore
  - Reduce tape management
  - Increase speed and accuracy of data recovery
- Great performance and reliability
  - Operating system optimized for file serving
- Robust, cost effective disaster recovery
  - Bandwidth efficient over WAN connections

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*Rick Carroll - Chief Systems Engineer  
WGCU Public Media*

### Getting Connected with the NetApp Solution

The centralized storage solution Champion proposed supports WGCU's growth, while offering continuous data access and protection and providing full redundancy for critical disaster recovery capabilities.

Champion architected a solution that not only provides the necessary hardware components, but is enhanced with service offerings to implement and maintain WGCU's technology investment. This extra step provides a complete turnkey solution in one package.

**Hardware:** NetApp FAS3050 HA with 60 TBs usable SATA Drives

**Software:** SnapRestore®, iSCSI, CIFS, Snapshot™ services

**Services:** Professional Services and Hardware Maintenance (3 year 24x7)

FAS3050 systems are designed to meet the needs of the fast growing midtier enterprise storage market. These systems are ideally suited for enterprise application infrastructures, such as database, e-mail/messaging, home directory consolidation, and disaster recovery solutions. Designed with enterprise serviceability, continuous availability, and easy manageability in mind, the FAS3050 increases reliability, simplifies maintenance, and reduces storage infrastructure complexity. Furthermore, WGCU's FAS3050 systems will have the ability to share storage via iSCSI.

With SnapRestore software, WGCU can recover almost instantly from various disaster scenarios - anything from an individual file to a multiterabyte volume so that operations can be quickly resumed. Furthermore, it makes extremely efficient use of storage by storing only block-level changes between each successive Snapshot. Since the Snapshot process is automatic and virtually instantaneous, backups are significantly faster and simpler. Data can be restored from any one of the Snapshots stored on the file system. This allows an application development team, for example, to revert to Snapshots from various stages of their design, or test engineers to quickly and easily return data to a baseline state.

### Benefits

- Additional revenue streams are generated in both real time and on-demand using Internet, FTP, HTTP, IPTV, set-top boxes and computers as well as DVB-H to hand held devices.
- Lower cost video servers and the ability to integrate virtual servers using mass storage drive space.
- Cost savings on workspace needed to air and archive media.
- Maintenance cost savings on mechanical repairs (tape machines, routers, switchers and monitoring).
- IP integration savings in broadcast facility, decreased need for large HD or SDI based routing switchers and master control switchers.
- Maintenance cost decrease on large scale storage devices vendors provide 24/7, 4 hour on site service options.
- Broadcast maintenance staff can be streamlined due to reduced need for tape machines, large routers, large switchers, traditional monitoring requirements and simplified work flow.
- Migrate from tape-based archive to spinning disk archive. Tape has a finite shelf life, spinning disk space is cost effective and can be increased and migrated to new technology without changing format or data loss or degradation.
- Large storage capability, all station media can reside on spinning disk storage, media transfer in an average of four times faster than conventional video transfer. Simultaneous file transfer to and from many sources and destinations in greater than real time.
- Standardized file format for broadcast ( no proprietary wrappers), this facilitates simplified distribution and requires no file conversion to redistribute media.
- Web based applications and archived media readily available to consumers and for internal applications.
- Stream lined workflow, less operator intervention to provide media to Terrestrial, IPTV (real time and on demand) and DVB-H.
- No need for standalone SDI to HD conversion devices, new encoders and decoders have the conversion ability built into the decoder bit rates are controlled through the software interface. SDI is ingested can then be played out in HD-SDI or ASI.

- Complete automation control of all media, the media archive and server solution uses shared windows based file folders. This will allow control of all media via any automation that uses standard shared folder operation. Media can be accessed from any Windows or Macintosh based machine.
- All media is available to all clients attached to the LAN for viewing and copying to local machines for editing and viewing.
- All media is easily viewable using many media players as well as Windows media player 11 in Standard definition and High Definition MPEG formats.
- Media management is automated using any Automation and Traffic software that is shared folder based. Media can be automatically archived, file converted (wrapped) and deleted from or moved to archive and on air servers using kill dates and air dates in the traffic software.
- Files (news stories and locally produced media) can be distributed to end users via the internet using Secure Sockets Layer servers and web based media management software for on demand distribution

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