



## Increased Availability, Cost Reductions, and Greater Operating Efficiencies for Media Workstation Storage

A global media company consolidated over 50 departmental file servers for Apple Macintosh and Microsoft Windows workstations onto five primary EMC Celerra IP storage units, realizing equal or improved performance across a mix of content and media applications.

Overall, the following benefits were achieved:

- Higher storage availability and recovery
- Increased survivability and improved backup capabilities
- Simplified storage management and greater operating efficiency

### Challenge

As the volume and importance of digital media has grown exponentially, so too has the need for higher levels of storage availability, reliability, and manageability. This is critical to mitigate the risks of data loss resulting from storage failures, unstable providers, and varying—and often local—backup approaches with no possibility of remote recovery in the case of a disaster. Companies are recognizing the urgent need to apply “enterprise-class” storage systems and features which minimize risk and consolidate workstation storage for greater reliability, efficient backup and recovery, and lower operating costs.

One such company is a globally recognized media company with headquarters in the United States and operations which span financial services, education, information, and media. This company had previously completed a corporate-wide initiative to standardize its various NAS requirements, leading to the selection and implementation of a comprehensive storage and management approach for the company built around EMC® Celerra® network storage and EMC backup, recovery and archiving solutions. That decision was driven by business efficiencies achieved by providing centralized services, operations and administration, and improved capabilities for backup, de-duplication, recovery, and archiving of business information as well as production content. At the time, this excluded Windows and Apple workstations, which were deployed throughout the various departments for specialized media applications. However, faced with aging Windows file servers, file system sizes above Windows standards, and performance degradation beginning to impact their operations, this customer began to evaluate whether their corporate Celerra storage infrastructure and related system and file management operations could be adapted to more specialized areas such as media workstations.

### Solution

The company’s objective was to meet or exceed the performance they were getting from Microsoft Windows file services, and take advantage of opportunities to gain efficiencies and operational benefits if its Celerra environment could be extended to support departmental workstation needs.

The approach involved conducting standard performance testing on Windows File Services in a proof of concept, which demonstrated performance capability at or above the existing file server environment. This led to the company’s migration of departmental Windows Media Workstation environments over to a corporate-wide, standard EMC Celerra infrastructure.

The solution, EMC Workstation Storage Solution, provides enterprise-class SAN, NAS, and associated services for Windows and Apple OS X media workstations. Realizing the benefits of this solution with EMC Celerra and their Microsoft Windows workstations, attention quickly turned to Apple Mac departmental workstations, which represented as much as 50 percent of the media workstations deployed. The divisional managers responsible for these Mac environments were brought together to look at incorporating them into the standard environment. And, since the Macs were using CIFS file services, the migration to a standard environment would simplify file sharing across Apple and Microsoft workstations.

## Result

This company consolidated over 50 file servers to five primary Celerra IP storage units, gaining considerable operating efficiency by managing more capacity over fewer devices, requiring less resource, and implementing comprehensive backup, recovery, and archival services to eliminate rogue procedures and risks. Overall, using EMC Workstation Storage Solution and Celerra, the company realized higher availability, greater backup protection, more simplified storage management, as well as improved operating efficiencies via consolidated access control and a simplified domain structure for their Windows and Apple OS X workstation environments.



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