

VDI ENABLES REAL-TIME HD VIDEO IN ARGENTINA

Artear increases its agility and efficiency while lowering risk by replacing traditional workstations with an innovative, high-performance virtual desktop infrastructure from Dell EMC



artear

Arts, Entertainment and Media

Argentina

Business needs

As one of Latin America's largest television production companies, Artear must deliver live and recorded digital content on schedule, around the clock, in new high-definition formats. Behind the scenes, video editors need reliable, real-time access to rapidly evolving multimedia tools that demand exceptional desktop, storage and network performance.

Solutions at a glance

- [Dell EMC Storage SC4020 arrays](#)
- [Dell EMC PowerEdge R730 servers with Intel® Xeon® processors](#)
- [Dell OptiPlex 9020 desktops](#)
- [Dell EMC Networking N-series switches](#)
- [Dell EMC Services](#)
- [Dell EMC ProSupport](#)

Business results

- Improved business agility
- Less risk of service interruptions
- Seamless, roaming access to mission-critical tools
- Greater efficiency via centralized IT workflows

Reduced

costs



Provision desktops

88 days

faster



Argentines depend on Artear for live, recorded and on-demand TV shows on Artear's 20 channels. "We cannot resell or increase the number of seconds we have, or recast live content," says Ernesto Alonso, IT infrastructure coordinator at Artear. This means Artear's staff is under intense pressure to meet daily deadlines and always deliver the best possible video quality.

Previously, to edit content and televise shows as scheduled, more than 400 employees depended on their workstations to access the industry's best high-performance applications. This model worked for decades but as applications became more sophisticated, staff experienced slower response times and outages. IT staff struggled to quickly resolve issues because the standalone systems were time-consuming to manage, and it often took three months or more to get new hardware. So in some cases, to ensure staff had the system performance they needed, Artear purchased workstations that were much larger than required. This helped application performance but lowered ROI.

Innovation instead of tradition

With the pace of technology innovation accelerating, Artear needed a more flexible client platform, and so it evaluated virtual desktop infrastructures (VDI). "We wanted to move away from having assigned workstations," says Alonso. "VDI was a progressive move, but we couldn't find one company in our industry that had implemented it. However, we heard that Dell EMC could provide all the services, software and hardware we needed."

Working with Dell EMC Consulting Services, Artear deployed a VDI solution on two Dell EMC Storage arrays and 24 Dell EMC PowerEdge servers with Intel® Xeon® processors and NVIDIA K1 and K2 GPUs. The arrays and servers, which reside at two sites, are connected via eight Dell Networking N-Series switches. Andrea Laura Mirson, technology chief at Artear, says, "The servers meet our requirements for data processing and temperature

dissipation. Our arrays provide high availability and disaster recovery. We also get the performance we need, and save money, by using a hybrid model that optimizes data writes to faster or slower disks, depending on requirements."

IT staff create and manage virtual desktops using Citrix XenDesktop Enterprise, which they access using any of the office's 250 Dell EMC OptiPlex desktops. Another 29 Dell EMC Networking N-series switches connect the workstations to an existing Dell EMC network.

"We get a much higher level of service with Dell EMC ProSupport. Plus, we reduce risk and save money with it."

Andrea Laura Mirson
Technical Coordinator, Artear

Greater
efficiency
via centralized
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Workforce transformation boosts agility and savings

By switching its client platform, Artear has transformed its workforce. “Improved flexibility, efficiency, adaptability to new business models, and maintenance cost reductions — these are all reasons why we deployed a VDI solution from Dell EMC,” says Mirson. “Managing our centralized Dell EMC VDI solution instead of 250 traditional workstations saves money because we require fewer maintenance hours, and we no longer have hundreds of workstations that are never fully utilized. Also today, people can sit wherever they want and use their desktop. If they need access to an application we already have in our environment, we can add it to their desktop right away. And if someone needs a new desktop or more CPU, memory or cores, rather than having to wait up to 88 days, we can take care of that within 48 hours.”

The solution also improves desktop availability. Alonso says, “Now if a disk crashes, it doesn’t affect our users. Everything continues to run.”

Artear also has Dell EMC Services consultants check its solution every 10 days to ensure it meets requirements. What’s more, the company depends on Dell EMC ProSupport to expedite issue resolution and provisioning. “We get a much higher level of service

with Dell EMC ProSupport,” says Mirson. “Plus, we reduce risk and save money with it.”

Artear is now looking at deploying VDI in other departments. Mirson says, “We can stay ahead of industry trends and deliver high-quality services by working with Dell EMC for VDI and other solutions.”

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Andrea Laura Mirson
Technical Chief, Artear



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