



ENTERTAINMENT TELEVISION

SILICON STORAGE APPLIANCE ENABLES E! ENTERTAINMENT TELEVISION TO CREATE A SCALABLE, EASY TO MANAGE CENTRALIZED ASSET MANAGEMENT SYSTEM

APPLICATION STORY E! NETWORKS

Executive Summary

Business Challenge:

For E! Entertainment Television's Digital Asset Management Initiative, the entertainment network required an easy to manage, open-systems SAN infrastructure that would allow them to build a flexible, scalable centralized storage pool.

Solution:

Implement a storage network with a Silicon Storage Appliance to create a centralized, flexible storage pool for E! Entertainment Television's digital asset management needs.

Benefits:

The easy to manage Silicon Storage Appliance allows E! Entertainment Television production professionals to have real-time access to digitized content, bringing productivity and workflow efficiencies, and accelerated return on assets (ROA).

The S2A 6000 Silicon Storage Appliance provides easy, cost-effective scalability for E! Entertainment Television to grow their digital asset management system as more and more original content is created.

The Silicon Storage Appliance allows E! Entertainment Television to easily create a flexible, open-systems storage network, allowing the IT staff to choose best-of-breed tools, workstations and servers.

As a term, "Digital Asset Management" can mean almost anything to anyone – depending on your take and what you need to accomplish. It can be a simple storage system that uses a standardized labeling to identify where programs and footage are stored, or it can be a Knowledge Management System that catalogues and tracks everything in the company. And it can be everything in between.

As a writer in *Digital Television* recently put it, "while [Digital Asset Management] can be a murky and complex subject, the underlying rationales of DAM are simple enough. If you don't know what you've got, where it is, and what rights you have to use it, you can't make a profit from it."

For E! Networks, whose properties include E! Entertainment Television, Style, the recently launched E! International Network, as well as additional international channel partners serving Latin America, Spain, Israel, Middle East and Scandinavia, the move to Digital Asset Management is driven by the need to increase workflow productivity efficiencies and accelerate return on assets with the ability to repurpose content.

E! Entertainment Television provides a wide range of original, up-to-the-minute entertainment news, information and celebrity programming to movie, TV and music enthusiasts worldwide, and the eleven year old network has seen a substantial increase in the level of in-house production during the last five years. On average, E! Entertainment Television has seven field crews producing four hours of video a day, and the in-house studio shoots an average of about five hours a day. With this rise in production, the network has more than 250,000 video assets in its Los Angeles media center alone, with additional tape assets in other locations.

For the network's Digital Asset Management Initiative, E! Entertainment Television required a best of breed, open-systems infrastructure that would allow them to build a flexible, scalable centralized storage pool to handle their library-based content. After research and evaluation of storage solutions from leading vendors, E! Entertainment Television chose a Silicon Storage Appliance to provide a robust, easy to manage and scalable answer to their storage needs.

"Silicon Storage Appliances bring us the flexibility to take advantage of all of our technology and integrate across multiple platforms," Jeff Mayzurk, vice president, technology, E! Networks, said. "Management of the entire storage network is exceptionally easy, allowing our IT group to administer the system simply as we continue to scale the environment."

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The consolidation of this library-based programming is driving E! Entertainment Television’s digital asset management initiative, which transitions the network from a system of database search, manual retrieval, screening and interaction to a system that allows fully digital cataloging, retrieval, access and interaction – all from the user’s desktop. Interaction with library footage through the appliance-enabled storage network brings substantial workflow and productivity efficiencies including quicker, more accurate access to content and increased efficiencies in the pre-production process that include the screening of original content and rough cuts at the desktop.

The S2A 6000 Silicon Storage Appliance was chosen based on its unbeatable application productivity, cost-effective scalability, and ease of management capabilities. E! Entertainment Television is using the a S2A 6000 to manage 4.6 Terabytes of storage at the core of their data center in Los Angeles, with existing Solaris, Linux, Windows and Macintosh host platforms connected into the appliance to create a highly scalable, easy-to-manage storage network.

Silicon Storage Appliances overcome the many limitations of first generation storage networks, bringing application productivity with high QoS. The Silicon Storage Appliance serves at the core of the storage network, bringing tremendous bandwidth, superior virtualization and unmatched cost advantages to the production environment. For broadcasters and creative professionals needing high stream count, rock solid audio and video streams, storage and host scalability, and simplified management, DataDirect Networks’ storage networking technology sets new standards in application productivity and plug and play simplicity.

“We’re in the first phase of an ongoing program that takes advantage of technology to increase productivity for the network, and the Silicon Storage Appliance enables us to achieve our goals,” Mayzurk continued. “We are now delivering content to a segment of our users, and we expect this system to scale exponentially as we extend the content to the entire E! Networks organization.”

“Digital asset management provides businesses the ability to substantially increase revenue opportunities for their content without increasing costs,” Robert Woolery, vice president corporate development, DataDirect Networks, said. “Best-of-breed content management requires a flexible storage network infrastructure that increases content productivity and workflow efficiencies while reducing operating costs. With its exceptional performance, scalability, and ease of management capabilities, the Silicon Storage Appliance delivers accelerated return on both IT investments and digital content assets.”

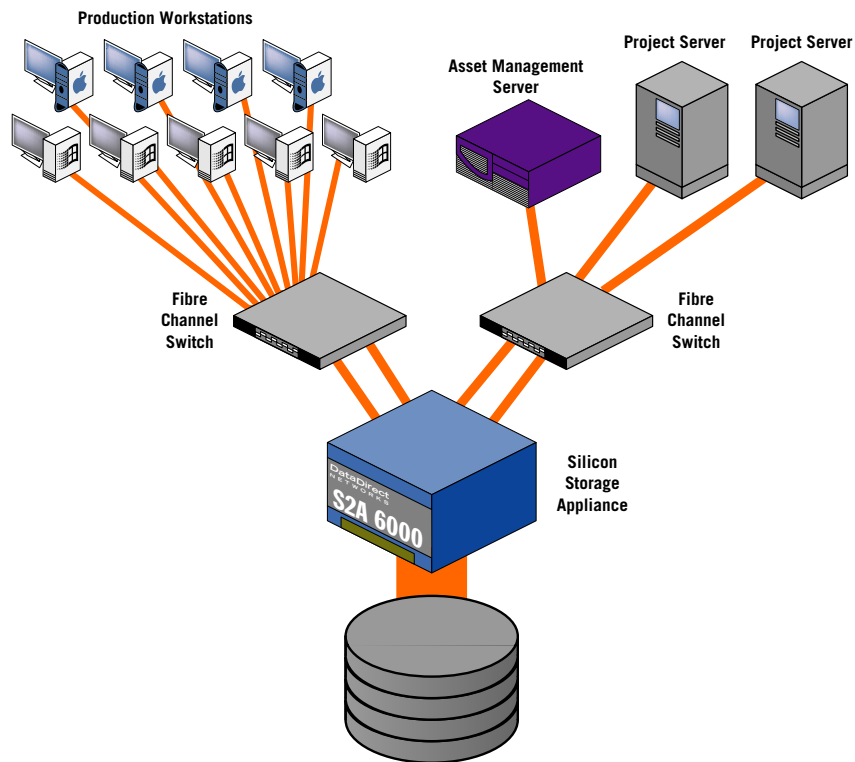
DataDirect is Wild on Appliances

As the recognized leader in storage networking appliance technology, with over 600TB of virtualized storage in use around the world, DataDirect Networks’ and their Silicon Storage Appliances make it easy, simple and trouble-free to increase productivity and manage applications, dramatically reducing TCO and increasing ROI.

Based on feedback gained from CTOs, CIOs and CEOs, DataDirect Networks created Silicon Storage Appliance technology to accelerate application productivity, simplify information management, and to lower operating costs for business.

Technically superior to competitors in the field, Silicon Storage Appliances provide a substantially different and far more advanced approach to data access for data center use than NAS or first generation SAN solutions.

E! Networks Installation



The Silicon Storage Appliance operates at the core of the storage network, bringing unbeatable and guaranteed bandwidth to the production environment. It brings superior virtualization and parallelism to creative professionals, providing unmatched advantages to the production environment. Using silicon-based parallelism and intelligence in a much simpler architecture allows DataDirect customers to dramatically increase manageability, performance and reduce I/O bottlenecks that exist in first generation SAN technology.

DataDirect Networks' Silicon Storage Appliance technology allows creative professionals to accelerate their applications, providing data at least three times faster than existing Storage Area Networking (SAN) solutions and ten times faster than Network Attached Storage (NAS) technology, while managing storage simply and easily.

DataDirect's enterprise-class S2A 6000 Silicon Storage Appliance directly supports up to 512 workstations and 180 Terabytes of storage, simultaneously supporting a multitude of ingest, NLE, CG, playout and browse stations. With the ability to supply over 6000 hours of 50Mbit/sec MPEG2@ML content to 90 concurrent streams per appliance, the S2A 6000 Silicon Storage Appliance brings performance and scalability benefits to real-time broadcasting and production environments. DataDirect's "format independence" guarantees scaling of capacity and streams from highly-compressed all the way to HD and beyond.

The S2A 3000 Silicon Storage Appliance, based on DataDirect's proven S2A 6000 appliance technology, brings a simple to deploy, easy to manage and affordable storage network appliance that allows departments and workgroups to achieve application performance gains, cost-effective scalability and simplified management. Each S2A 3000 Silicon Storage Appliance supplies an aggregate bandwidth

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from 100 to 400 megabytes per second to Linux, Unix, Windows NT/2000, Sun, AIX, HP-UX and SGI workgroups. The S2A 3000 can easily manage storage network environments ranging in capacity from 500GB to 7 Terabytes.

Customers using DataDirect's Silicon Storage Appliances include the British Broadcasting Company, CineGroupe, Star TV, Time Warner Cable, Loudeye, NASA, National Center for Atmospheric Research, Lawrence Livermore National Laboratories National Century Financial Enterprises, Sandia National Laboratories, and Sonic Foundry, among others. DataDirect SAN partnerships include industry leaders VERITAS, Seagate, Emulex, and QLogic, among others.

Solutions, Planning, Integration and Support

Planning a significant addition to an IT infrastructure is never simple. As different scenarios are generated, questions arise and must be answered. DataDirect Networks' staff of storage networking experts will act as an integral part of this process, helping to determine your system requirements, specifications and architecture. As your trusted partner in designing, deploying and extending your storage networking solution, we'll make sure that your implementation delivers the performance and reliability that you expect, and has the expansion capacity to meet your growing business requirements.

DataDirect's professional services team will provide our clients with system architecture and storage network design. We also will optimize existing storage installations and applications and help our clients migrate from current storage approaches to a future-oriented SAN environment.

Our professional service organization, comprised of headquarters and field-based personnel around the globe is dedicated to delivering and sustaining the highest levels of customer satisfaction in the industry. And should a component ever fail, DataDirect Networks provides worldwide response to diagnose and rectify the situation 24x7x365, to help keep your business operating at its peak.

DataDirect offers a wide variety of support options, including standard and extended warranty, priority cross shipment and a range of on-site maintenance and support services to fit your needs. DataDirect can also supply customized service and support offerings to meet the needs of businesses having unique requirements.



DataDirect™
NETWORKS

DataDirect Networks, Inc.
9320 Lurline Avenue
Chatsworth, CA 91311
800.TERABYTE
818.700.7600
818.700.7601 fax
<http://www.datadirectnet.com>

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