



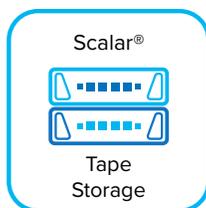
CASE STUDY

Enteractive Addresses Rising Content Volumes and Automates Workflows with an End-to-End Quantum StorNext Solution

A leading service provider for the home entertainment industry, Enteractive helps film licensors maximize the value of productions through an array of services—including content services, media asset management, digital distribution, and archiving. To accommodate rising data volumes and streamline operations, the company implemented an end-to-end Quantum StorNext solution. Enteractive has automated key tasks and accelerated workflows while supporting client needs for delivering content in multiple formats.



FEATURED PRODUCTS



“The Quantum solution helps us significantly reduce the time to move content. We’re saving weeks of time across the whole company. We can push content live much faster.”

Michael Buske

Senior Head of Production and Product Management, Enteractive



“With an end-to-end Quantum solution, we can speed up all our production processes. The faster we can complete projects, the better we can serve clients and the more revenue we can generate for the company.”

Michael Buske – Senior Head of Production and Product Management, Entertive



SOLUTION OVERVIEW

- Quantum StorNext® File System
- Quantum Scalar® Tape Library

KEY BENEFITS

- **Automated archiving workflows**, avoiding manual tasks with tape library robots.
- **Scaled storage capacity** to keep up with rising content volumes.
- **Saved weeks of time across the company** by eliminating manual data movement between systems.
- **Enhanced storage efficiency** with automated storage tiering.

Entertive plays a vital role in enabling film licensors to deliver high-quality content across a wide variety of entertainment platforms. The company provides premastering services, localizes content, offers managed video-on-demand (VoD) services, handles all digital distribution needs, develops apps for Smart TVs, and more.

Entertive’s archiving services enable clients to convert stored content into new formats rapidly. Several years ago, the Entertive team began searching for a way to streamline its archiving workflow. “We were managing all content by hand,” says Michael Buske, senior head of production and product management at Entertive. “A project manager would have to tell a data manager

that it was time to archive a project. Then the data manager would copy data to the tape library manually. We wanted to simplify processes by implementing automation.”

Automating processes was also critical for the development of Entertive’s content management system, called Todos. “With Todos, our goal was to enable clients to manage numerous media production tasks through a single tool,” explains Buske. “We knew automation would be central to that platform.”

AUTOMATED BACKUP AND ARCHIVING

The Entertive team took a key step toward eliminating manual tasks by replacing its existing tape system with a Quantum Scalar tape library

for backup and archiving. “It was clear that Quantum offered the best archiving solution,” says Buske. “By implementing a Quantum tape library, we could use the robots to change tapes automatically. That automation was essential for launching our Todos content management system.”

FACING GROWING CONTENT VOLUMES

The Quantum tape library addressed a critical need. But over time, the Enteractive team faced a new challenge: The company had to accommodate fast-rising volumes of data as streaming platforms required higher-resolution formats and codecs that produced higher-quality files. “In the past, an HD movie might have consumed 45 gigabytes of storage,” says Buske. “Now, with new codecs, that HD movie might require 150 gigabytes. And as video platforms move to UHD and 4K, we’ll need even greater capacity for our production and archiving storage.”

Enteractive decided to refresh its storage infrastructure to support these evolving requirements. “We reached a point where our infrastructure was no longer capable of handling all of our projects and data,” says Buske. “We decided to make a large-scale change.”

BUILDING AN END-TO-END ENVIRONMENT WITH QUANTUM

To address scalability challenges and enhance storage efficiency, the Enteractive team once again chose to implement a Quantum solution. With help from Quantum partner

Videocation Creative Tools (VCT), the team designed an end-to-end storage environment powered by Quantum StorNext.

The Enteractive team saw the opportunity to accelerate workflows and more easily meet tight deadlines. “With an end-to-end Quantum solution, we can speed up all our production processes,” says Buske. “The faster we can complete projects, the better we can serve clients and the more revenue we can generate for the company.”

SAVING WEEKS OF TIME WITH QUANTUM

The new solution eliminates time-consuming manual data management tasks. “We might need to move content from our archive to our production system so we can deliver it to a VoD platform. Previously, copying data from one system to the other took hours,” says Buske. “The Quantum solution helps us significantly reduce the time to move content. We’re saving weeks of time across the whole company. We can push content live much faster.”

OPTIMIZING STORAGE EFFICIENCY WITH STORNEXT AUTOMATED TIERING

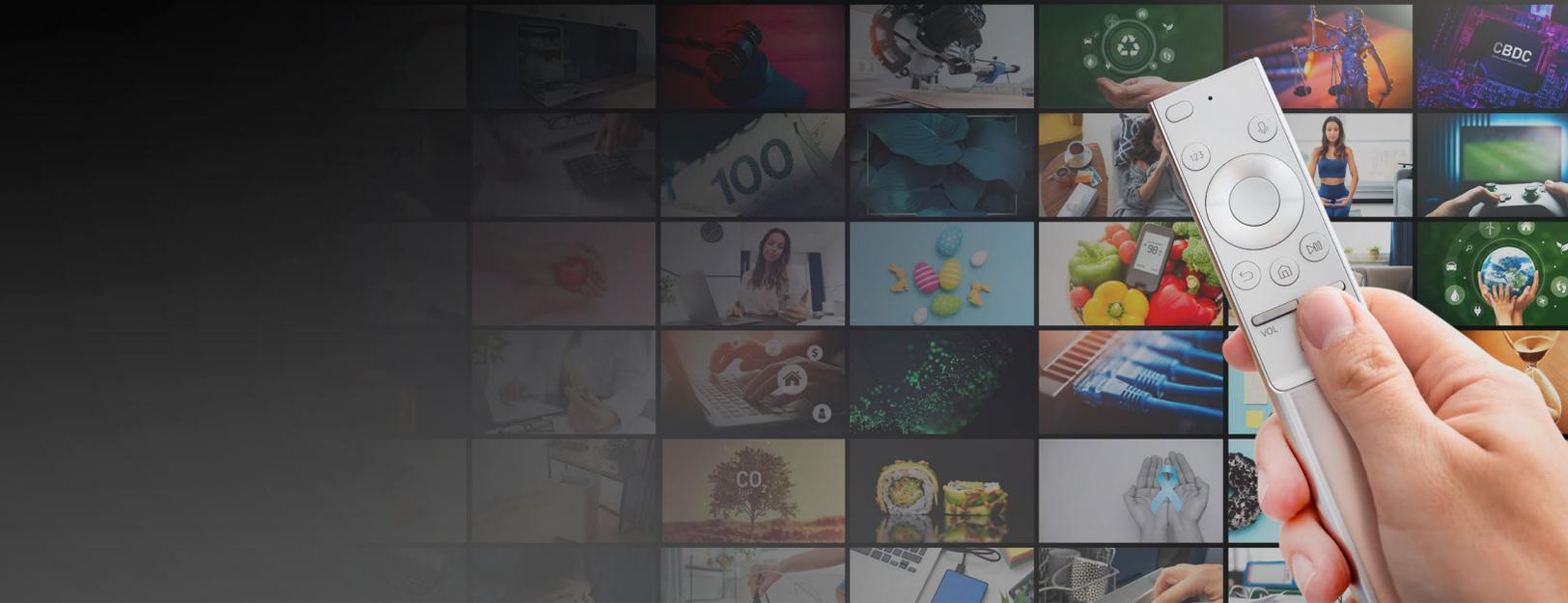
With StorNext, the Enteractive team can make the most of each storage tier. “The StorNext tiering functionality has been a huge benefit for us,” says Buske. “When we want to keep only the high-priority content on the SSD system, the system automatically moves infrequently used content to systems that consume less power.”

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ABOUT ENTERACTIVE

Based in Hamburg, Germany, Enteractive is a leading service provider for the home entertainment industry. The company, which is part of Splendid Medien AG, works with internationally renowned film licensors to help them maximize the value of their content. Enteractive offers extensive content services, media asset management, packaging and distribution, and archiving. The company’s goal is to create smart, convincing productions of the highest quality.



The automated tiering helps ensure that the highest-performance systems are used only when needed. “Some clients deliver content early. That content might not need to be processed until two weeks later,” says Buske. “Now we don’t have to keep the content on high-performance storage for the entire time. We can move it back to the SSDs when it’s time to work on it.”

SAFEGUARDING CONTENT WITH AN INTEGRATED SOLUTION

The new end-to-end solution is also helping improve security for client content. “Before this end-to-end solution, the Quantum system was separate from our production system,” says Buske. “Now that we have a single, integrated system, we know that the security standard is even higher.”

MAINTAINING EXCEPTIONAL AVAILABILITY WITH QUANTUM SUPPORT

For Entertive, any storage system downtime could put deadlines for multiple projects at risk. Fortunately, Entertive team members know they can count on Quantum to keep systems working as they should.

“It has always been a very comfortable experience to work with Quantum,” says Buske. “When we had an issue with our initial Quantum tape library, for example, the Quantum team addressed the issue and fixed everything within 24 hours.”

LOOKING TOWARD THE CLOUD WITH QUANTUM

For its next infrastructure project, the Entertive team is considering ways to better integrate with cloud environments. “Some clients are interested in using the cloud for additional storage,” says Buske. “With Quantum, we have the flexibility to expand our environment into the cloud. We can continue to support our clients for their vital content needs.”



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