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*Stuart Spencer  
IT Manager  
Mediaware*

## Mediaware

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**INDUSTRY** Media

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**SOLUTIONS** [Modular Platform, Storage Management, File and Content Services](#)  
**Hardware** — Hitachi Adaptable Modular Storage 2100, Hitachi Essential NAS Platform®

## Mediaware Turns Reliability and Scalability Vision into Reality with Hitachi Data Systems

As a leading global developer and supplier of compressed digital video processing systems and solutions to the broadcast and defense industries, Mediaware needed to assure its customers that their data is always available. So the company turned to Hitachi Adaptable Modular Storage 2100 with RAID-6 and dual Hitachi Essential NAS Platforms, which helped the company to reduce network congestion and improve scalability.

Mediaware's video technology has been utilised by a number of the major U.S. defense system integrators in their video offerings for a number of years. For example, General Dynamics Advanced Information Systems (GD-AIS) has used Mediaware technology in their widely utilised Multimedia Analysis and Archive System (MAAS) since shortly after its inception over 10 years ago.

In recognition of its technology offerings and business prospects, GD-AIS purchased Mediaware when it was floated for sale in 2007. Mediaware subsequently became a wholly owned subsidiary of GD-AIS in 14 November 2007.

Reliability has always been a pillar of strength for Mediaware. It has built a successful business in providing products and

technologies that enable other companies to reliably adopt all-digital networks. With its expansion of its broadcast range to include servers for direct insertion of content into Digital TV streams, the company knew that it needed to revamp its data storage infrastructure to continue meeting this promise.

### Clearing the Pipes

One of the key concerns for Mediaware was network congestion of its 10/100 pipelines. Previously, the high definition (HD) insertion servers relied on internal storage for storing information. These servers were then connected to a 10/100 network to the Broadcast Automation system, which determined which material is to be played. The network was also used to migrate and deliver content, which was stored separately on each of the servers.

This setup soon saw the 10/100 network becoming congested. The problem worsened with storage space fast running out on the servers, leading to a high library turnover. Maintaining consistency and management of material across the libraries was becoming highly complex, and was further compounded by regular hardware faults in the local storage.

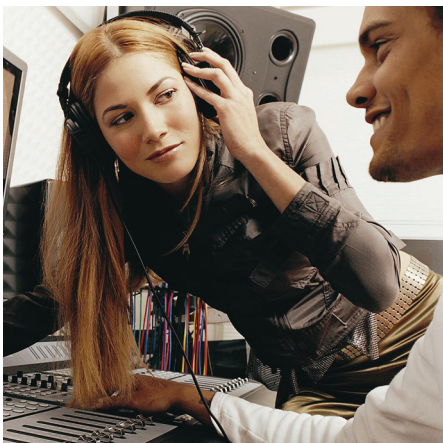
Furthermore, content being delivered and read in real time caused contention and lag in recalling file data. This did not bode well for an operation that promised real time insertion.

Scalability was another worry that was causing concerns within Mediaware. With the volume of data increasing exponentially, they wanted an infrastructure that was able to scale up to market demands.

After an extensive search and study, Mediaware decided to revamp its approach to storage with the help of Hitachi storage solutions.

### Ideal Choice

The Hitachi Adaptable Modular Storage 2100 provided an ideal answer for a core storage component offering strong reliability. As a cost-effective option with a rich set of features in a model that scales to 120 disk drives, it suited Mediaware's needs and expectations.



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RAID-6 was chosen with the “hot spare” feature to provide an extra level of security that the operating environment dictated. The load balancing capability through the controllers also provided an added advantage to Mediaware.

The storage was connected to the expanding array of servers through dual Hitachi Essential NAS Platform heads, with the second being used purely for redundancy.

A demo system was provided to Mediaware early on during integration testing. Mediaware was aware from an early stage that the Essential NAS Platform would be able to handle the proposed load and real time nature of the project.

Hitachi Data Systems won respect from Mediaware when the proposal was presented to its customer.

“The professional approach confirmed Mediaware’s assessment of Hitachi Data Systems as a vendor and heightened confidence with our customer,” said IT Manager at Mediaware, Stuart Spencer.

Coupled with the ideal price point and the competitive pricing for high availability (HA) components, these factors helped secure the deal for Hitachi Data Systems.

“Mediaware sought out a number of initial quotes from various providers. Hitachi Data Systems quotes were priced accordingly for the functionality they were offering and they had a local presence, which Mediaware felt critical to the success of the project at hand. The HA components that others were pricing were not price competitive. Only Hitachi Data Systems could provide a smaller system more suited to the task. The Adaptable Modular Storage was logical,” said Spencer.

## Rethinking Storage

The new architecture, which centralised storage away from the servers, improved storage administration and simplified unnecessary complexity. Now, storage space can be increased centrally, instead of trying to upgrade each point server.

Better scalability meant Mediaware could expand their services without being curtailed by IT constraints. At the same time, the strong, local Hitachi Data Systems presence and customer-centric service assured the company that their needs were in the right hands.

“I personally have been very pleased with the advancements Hitachi Data Systems has been making with the equipment, enabling server-to-server FTP (FXP) for us under support as a patch. Their support staff have been excellent in responsiveness and capability,” said Spencer.

The Essential NAS Platform provided the fundamental storage capability. It facilitated Mediaware’s world leading broadcast MPEG splicing technology into Prime Television.

## Fueling Expansion

Mediaware staff are glad they chose Hitachi storage solutions. “Mediaware has been very pleased with the reliability of the equipment. The lack of maintenance required has left our support staff free to concentrate on the software components of the system,” said Spencer.

Prime Television has been using the Essential NAS Platform to integrate with the Mediaware InStream technology to deliver localised HD and standard definition (SD) commercial content for 24/7 broadcast operations since July 2009.

The company is now looking forward to expanding its reach internationally, which is an aim that Hitachi Data Systems is well suited to support.

“Mediaware is looking forward to our next opportunity to work with the Hitachi Data Systems staff in the rollout of another major television station. We are especially pursuing overseas markets and are pleased that Hitachi Data Systems’ international presence will facilitate the provision of storage wherever our next opportunity takes us,” said Spencer.

 **Hitachi Data Systems Corporation**

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