



Starz Entertainment LLC

EVALUATING STORAGE SOLUTIONS:

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MICHAEL HELD

Sr. Manager, Post-Production

Starz Entertainment

Dot Hill and GW Hannaway & Associates Partner to Develop High-Performance Post-Production Storage System for Starz Entertainment

If you live in the U.S. and own a television set, chances are you are familiar with Starz Entertainment, a premium movie and original programming entertainment service provider based in Englewood, Colorado. The company offers 17 premium channels including the flagship STARZ® and ENCORE® brands with approximately 19 million and 32.9 million subscribers respectively.

In addition to airing the latest blockbuster movies, Starz is known for creating its own acclaimed original content such as "Camelot," the acclaimed "Spartacus" franchise and the hit series "Boss," starring entertainment icon Kelsey Grammer.

The tremendous growth in content offerings and added activity in Starz' Post-Production department resulted in a need for a scalable, high-capacity HD storage solution. Starz had simply outgrown its previous storage system which consisted of a 24 terabyte storage array with 8 primary editing stations serving 50 producers. Maxed out at 16 terabytes (augmented with 8 terabytes of RAID storage), the Starz' 2Gb/second Fiber Channel service was ready for an upgrade.

In need of increased storage, the Starz Entertainment Post-Production team led by Vincent Hostak, Vice President, Post-Production, John Freeman, Manager, Post-Production, and Michael Held, Senior Manager, Post-Production, turned to a powerful and integrated storage solution from Dot Hill Systems with integration support from GW Hannaway & Associates (GWH&A), a leading solution provider for the imaging and multi-media marketplace.



Starz Case Study

Solution Recommendation

GW Hannaway recommended the Dot Hill next-generation shared storage system for video post-production. The solution combines Dot Hill's reliable, high performance AssuredSAN™ shared storage solution with ATTO Celerity Fibre Channel host bus adapters (HBAs), Apple Final Cut Pro editing software and Autodesk® Smoke® software.

Configuration and Capacity

AssuredSAN storage from Dot Hill provides exceptional throughput and reliability along with ease-of-use to support the entire Post-Production lifecycle from capture to final output. The Dot Hill AssuredSAN's 6Gb internal architecture produces faster write performance saving even more time on playbacks and streaming.

Outfitted with two AssuredSAN 3730's and 75 terabytes of fast SAS-drive capacity, Starz' ultra-responsive 8Gb/second Fibre Channel storage network supports demanding multi-user workgroup environments, enabling multiple editors to access the same storage at the same time. The Post-Production group has eight clients (and growing) with the shared storage solution all running the Final Cut Pro software suite, and all users sharing the Dot Hill storage. Two Xserve servers all run the Xsan file system over an 8Gb Fibre Channel SAN. The 75 terabytes of storage are formatted as one volume.

The successful migration to the Dot Hill system enabled the Starz' Post-Production Group to support significantly more projects.

"We look for many things in a new storage solution – higher performance, simple integration, and cost savings," said Michael Held, Sr. Manager, Post-Production, Starz Entertainment.

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CUSTOMER BENEFITS AND OUTCOMES

Expanded from 24 TB to 75 TB

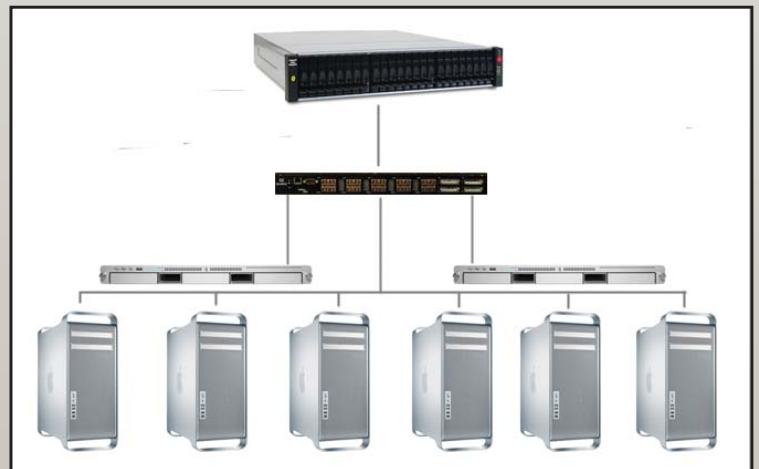
Sped up from 2Gb to 8Gb Fibre Channel

Results:

Short learning curve

Ability to support many more projects,
and

Faster playback and streaming



"Offering a winning combination of fast, reliable storage which integrates easily into existing video post-production environments to support improved collaboration, Dot Hill's powerful solution continues to gain traction with leading entertainment companies, such as Starz Entertainment," said Jim Jonez, senior director of marketing, Dot Hill.

"With full support for both Windows, OS X and Linux environments, Dot Hill AssuredSAN solutions are ideal to support workflows using Apple Final Cut Pro, Avid Media Composer, Autodesk Smoke or any application demanding extreme video streaming performance and proven reliability."



Starz Case Study

More about Dot Hills AssuredSAN 3000 Series

AssuredSAN arrays are equipped with 2.5-inch drives or 3.5-inch drives, supporting mixed drive configurations of SAS, SATA, and SSDs. The arrays also feature a number of eco-friendly enhancements such as energy saving drive-spin-down and Dot Hill's patented EcoStor™ battery-free alternative for cache memory, which leverages a combination of super capacitors and flash memory that outlasts traditional batteries nearly fivefold. AssuredSAN 3000 Series arrays are easy to configure and manage via the RAIDar 2.0 intuitive web-based interface which provides storage setup and monitoring without the need for host-based software.

AssuredSAN users gain configuration and installation efficiencies via wizards and schedulers for snapshots and replication. Optional AssuredSnap™, AssuredCopy™, and AssuredRemote™ data protection software is available offering necessary protection for business-critical applications.

For more information about Dot Hill Systems, visit www.dothill.com.

The Starz Entertainment website is located at www.starz.com

