



“ We were concerned about data migration from multiple legacy NAS storage systems into a hybrid cloud model. SoDA made our migration refreshingly easy. SoDA also connected into our Media Asset Management environment to enable our long term preservation and archive workflows.

- Jason Lavine, Los Angeles Chargers

CUSTOMER



## LA Chargers Utilize SoDA for Content Migration and Hybrid Cloud Solution

### CHALLENGES

- The Los Angeles Chargers organization relies heavily on video content captured from games, practices, and interviews from its 60-year historical archive.
- As the Chargers adopt 4K and 8K video content, their legacy storage infrastructure could not support the performance and petabyte-scale requirements needed.
- The team needed a simple and cost-effective way to migrate off their legacy system.
- The Chargers' historical archive was located on Beta, VHS and DVD media which were unsearchable and offline resulting in minimal access to content.
- Publishing finished content quickly required a remote editorial solution.
- Content acquisition on a variety of camera formats required manual preparation before being able to edit.

### SOLUTION

- SoDA installed and configured in minutes on the Chargers' VM environment.
- SoDA enabled content migration from legacy system to new high performance SAN.
- API integration with Levels Beyond Reach Engine MAM.
- SoDA provided automated policy-based data movement from on prem to AWS cloud.
- SoDA's dry run feature provided insights into cloud storage and retrieval costs.

### TELESTREAM

- Automated Streaming Proxy and Mezzanine transcoding on ingest with Telestream Vantage leveraging GPU accelerated transcoding on a G6 appliance with the following Vantage modules:
  - Transcode Pro
  - Analysis Pro
  - Camera Ingest
  - Post Producer

### BUSINESS BENEFITS

- Archive content is now searchable and available to users.
- Automated migration reduced IT resources, saving time and money.
- Minimize on-prem storage costs by utilizing elastic cloud storage.

- Real-time cost analytics to control cloud budget and spend.
- Lightweight proxy workflow allows for greater flexibility with remote editorial.
- Faster turnaround on projects from ingest through work-in-progress, and delivery.

### ABOUT

#### Los Angeles Chargers

The Los Angeles Chargers are a professional American football team based in the Los Angeles metropolitan area. The Chargers compete in the National Football League as a member club of the league's American Football Conference West division.

The LA Chargers needed to upgrade their on prem storage and archive to a next generation hybrid cloud environment with real-time analytics on costs and budget control. SoDA allowed them to tackle their Tier 1 and cloud migration, leverage the elasticity of the cloud for 4k and 8k content and brought their archive online.

#### SoDA

SoDA is the first data mover of its kind that predicts the cost and speed of data transfer to and from the cloud, saving time and money. SoDA data management software puts you in control of your budget providing valuable insight needed to make smart storage decisions.

Designed to work with all types of storage, on premise, hybrid, and cloud, users can define rich policies or manually transfer data. SoDA automatically monitors and tracks every job, generating reports on demand for departmental chargebacks and client billing. Flexible API integration with 3rd party applications bring clarity to any workflow. Soda provides unlimited data movement with a subscription-based pricing model.

#### Partners

