



# CASE STUDY

## Broadcast Television Group turns to Spectra to replace legacy middleware and protect their content into the future

“When Spectra showed us the functionality of their new StorCycle storage lifecycle management software we knew right away that it was the answer to a lot of the challenges we faced with unmanaged digital assets. Our Spectra solution has enabled us to protect our assets in an open format that is searchable and accessible for the long term.”

*End user at Broadcast Television Group*



*Spectra StorCycle, BlackPearl and Spectra T380 Tape Library*



### The Challenge

This broadcast television group is an integrated broadcasting, publishing, direct marketing and digital media conglomerate. The company's operations currently include 14 broadcast television stations, one local cable channel, more than 60 radio stations, six daily newspapers, more than a dozen non-daily publications and more than 100 digital sites and services.

A long-standing Spectra customer, the broadcast television group was looking to implement a multi-stage upgrade to phase-out their aging SGL FlashNet (now known as Masstech) archive system. As an Avid PAM customer, the broadcast group required a modern solution that was tightly integrated with their existing Avid asset management system, one that could easily migrate their SGL LTFS content to a new, open system that could flex to accommodate their future needs.

Additionally, the group had accumulated non-managed assets (outside of Avid PAM) on varying NAS systems and sought a means to help them archive and restore them more easily.

### The Solution

This broadcast television group had previously worked with Spectra and installed a Spectra® BlackPearl® NAS and Spectra® T380 Tape Library in their environment in October 2014. Once again, they looked to Spectra as a trusted advisor when implementing their multi-stage archive revamp. In 2020, the broadcast group deployed StorCycle®, Spectra's new storage lifecycle management software, along with a Spectra® BlackPearl® Converged Storage System, to enhance their storage workflow capabilities.

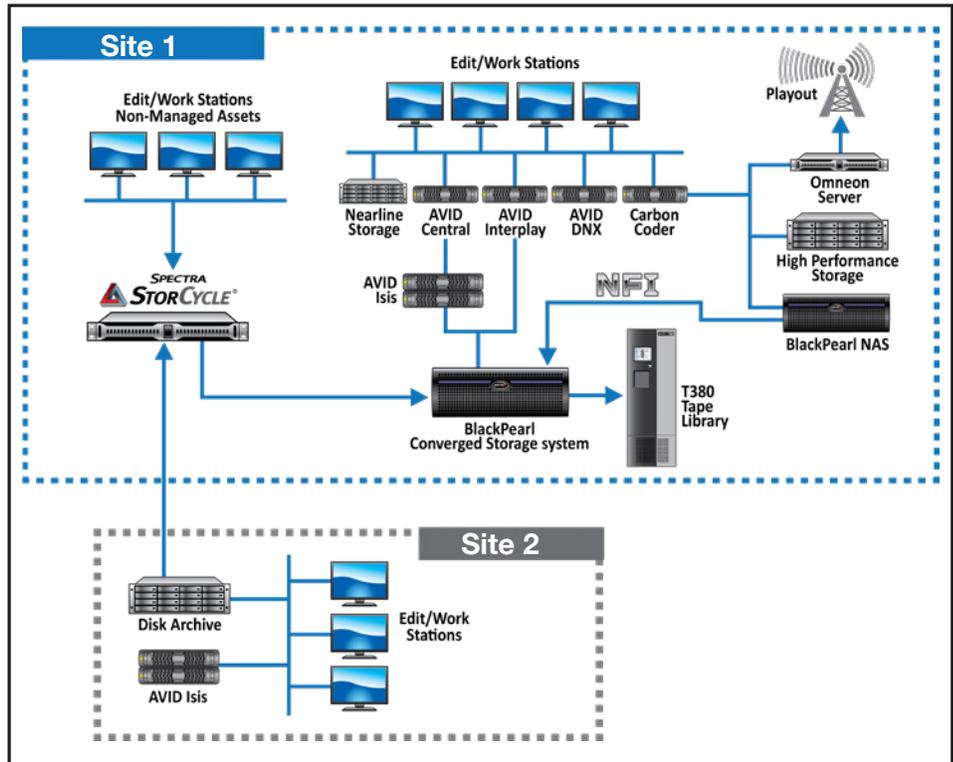
StorCycle is a storage lifecycle management software that scans primary storage for inactive assets and migrates them to a lower cost Perpetual Tier of storage, which includes network-attached storage (NAS) and object storage tape. At the broadcast television group, StorCycle will be primarily used for its Project Archive feature, which migrates completed projects and non-managed assets that live outside of the group's Avid PAM environment to tape. The broadcast group produces a number of events annually, and once those projects

# CASE STUDY: Broadcast Television Group

are deemed completed, StorCycle will then archive the projects and any associated assets based on customer-defined policies. StorCycle will send project files to the BlackPearl Converged Storage System, an object storage-based platform that writes data to multiple storage targets in the Perpetual Tier, including to open LTF5 format tape in their Spectra T380 Tape Library. When projects are being archived, the broadcast group will use metadata tags to identify archived projects to provide an easily searchable and accessible Perpetual Tier of storage.

In addition, the BlackPearl NAS installed in 2014 is still in use today as a copy for their Omneon server. They move data from the Omneon server into the NAS repository via StorCycle, a function that was previously performed by SGL. The BlackPearl NAS sends those assets to the BlackPearl object storage platform for long-term retention via Spectra's Network File Interface (NFI). The built-in NFI client provides automated data movement from the NAS to tape through the BlackPearl Converged Storage System. The broadcast television group is also able to use StorCycle to move data from that NAS unit to the BlackPearl Converged Storage System and onto tape as needed.

The new solution effectively replaces the SGL FlashNet layer, shortening the technology stack at the broadcast television group. It also reads the existing SGL FlashNet tapes, seamlessly migrating that data from SGL to BlackPearl. Using the LTF5 format to write to tape, BlackPearl imports "foreign" LTF5 tapes into its environment, allowing Spectra tape libraries to access file data and metadata on LTF5-formatted tapes generated by outside sources. After BlackPearl imports all original LTF5 content transparently, BlackPearl® RioBroker, a free data mover for BlackPearl, enables Avid to restore those files directly. All assets stored on BlackPearl are stored in a non-proprietary format, ensuring access for the future. After the migration into the new BlackPearl system is complete, the group plans to use this same functionality to migrate to a new generation of tape technology, upgrading their library from LTO-6 to LTO-8 tape media and drives. The broadcast television



group will additionally use an integrated Pebble Beach broadcast automation application to read from the archive, which will allow their on-air production team to retrieve content from archive directly to their on-air servers.

## Environment Snapshot

- Spectra StorCycle Storage Lifecycle Management Software
- 4U Spectra BlackPearl Converged Storage System
- BlackPearl RioBroker
- Spectra T380 Tape Library
- Existing LTO-6 tape drives, new LTO-8 tape drives
- Spectra BlackPearl NAS

## Why Spectra?

- Displacement of legacy middleware
- Desired a project-based scan and archive solution
- Required an archive solution tightly integrated with Avid PAM
- Open standard technology to prevent vendor lock-in
- Seamless Migration from SGL

## Solution Recap

**Spectra StorCycle Storage Lifecycle Management Software** – StorCycle is a storage lifecycle management software that automatically identifies and moves inactive data from primary storage to a lower cost tier that includes cloud, object storage disk, network-attached storage and tape. Users can manually archive project-based directories and make additional copies for data protection. Providing seamless, familiar access and recovery of single files or entire projects, StorCycle enables organizations to manage, share and preserve their data for unparalleled long-term protection and access.

**Spectra BlackPearl Converged Storage System** – BlackPearl provides a modern, simple portal to a multi-tier storage architecture that breaks away from legacy solutions based on capacity licensing models that drive greater cost when scaling. BlackPearl's simple RESTful API and integrated advanced bucket management enable users to create a storage architecture that is cost effective, easy to manage and scalable to exabytes of data.