

CHESA FUTURE-PROOFS 2021 NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES AWARD-WINNING VIDEO PRODUCTION COMPANY LAI VIDEO'S WORKFLOW

More flexible and faster storage systems now enable the LAI team to edit remotely and continue to grow



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ABOUT LAI VIDEO

As one of three divisions at Leading Authorities, Inc., LAI Video is a booming boutique video communications company with a team of creative storytellers. Based in Washington, DC, the Emmy-award-winning company specializes in full-service video production, from stylish motion graphics and comprehensive live-action shoots to web video production and commercial production. LAI Video delivers powerful, customized video marketing campaigns for a variety of corporations, trade associations, non-profits, and academic institutions.



JAMES LOIZOU

SENIOR VICE PRESIDENT
LAI VIDEO

THE CHALLENGE

In the days before any shared storage, the company's team of video editors and producers operated off their own isolated systems, each with their own external hard drives—and zero connectivity to one another.

Then in 2013, they partnered with reseller CHESA to build out a custom NAS shared storage—one that would provide multiple users with simultaneous access to a strong, high-performing system for editing and animating directly on the server, as opposed to working locally and then transferring and reloading and redownloading files.

However, as the team experienced growth, so too did the complexity of the team's projects—and along with it, a greater demand for storage space.

"We started bursting at the seams with our original NAS system, so we attempted in the short-term to create our own DIY IT by adding another server for offloading non-essential assets and projects," says James Loizou, Senior Vice President for LAI Video. Unfortunately, the company began to quickly run out of space, and concerns arose regarding the potential for major data loss. In addition, without the throughput needed, editors were forced to take time away from their primary tasks to move data to and from different storage devices.

As a result, the company realized it was time to place their storage architecture in the hands of experts—and once again sought out CHESA for a more future-proof, longer-term solution that could accommodate the growth of LAI Video's business.



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“Facing continued expansion, LAI Video needed a solid storage foundation with not only a lot of capacity and video-editing speed, but also—crucially—one that wouldn't break the bank. The Scale Logic solution perfectly fits the bill, keeping LAI Video focused on their creative strengths.”

- Louise Shideler

Senior Account Executive-East
CHESA



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THE SOLUTION

Having seen many of its other customers benefit from Scale Logic storage solutions, CHESA recommended upgrading to a Scale Logic product specifically designed for media production environments and workflows: the NX2 NAS.

“Based on CHESA’s suggestion and our own experience, it made perfect sense to go with Scale Logic’s technology—there really was no question, especially given that this new NAS would easily accommodate the storage space we needed while balancing an increase in users over time, plus it would easily integrate with different solutions,” says James Loizou (Senior Vice President, LAI Video).

The current NAS was installed in anticipation of several more years’ worth of growth—and fit LAI Video’s price point as well as its requirements.

“We have grown quite dramatically over the better part of a decade. As a result, we are not only seeing an increase in our total number of projects, but also the storage demands for any given project—especially documentary work that demands a large amount of original footage,” says James.

According to Ben Kilburg, Senior Solutions Architect at CHESA, Scale Logic does more than provide reliable, high-performance technology.

“As a solutions engineer/architect and a systems engineer, I can say that Scale Logic’s support is better than any other vendor out there—both in terms of pre-sales, sales, and their actual support team,” he says. “Scale Logic is extremely responsive and truly trustworthy; they have a great attitude, and they are always willing to go the extra mile. Since partnering with them in 2018, we’ve been really happy with and very appreciative of their performance.”

THE RESULTS / BENEFITS

The new NAS was fully installed in mid-2020, in the middle of the COVID-19 pandemic. At the time, the LAI Video team was mainly working remotely. Over the next few months, producers and cinematographers would occasionally visit the office to store and pull assets, and download footage from the new system.

In mid-2021, the core team returned to the office using a hybrid work model—with multiple users now enjoying the ability to seamlessly write to and read files, actively edit, and download and upload footage and assets using the Scale Logic solution on any given day. LAI Video employees can drop off and pick up the files they need locally from the server or work directly off the system, whether at the office or using an at-home edit station. To add an extra layer of data protection, the customer also has a cloud-based backup of its NAS.

"The business is back to pre-pandemic funnels and everything is working flawlessly with the new shared storage solution," says James. "Now with the team using it regularly, I can say with certainty that everything is performing exactly how we wanted it to. Server performance is probably 10 times the throughput we had before, and we have roughly four times the amount of space we had originally. Plus, the system enables us to log in and out as quickly as we would with any external drive. It's now become a fully integrated part of our production process."

"I am very confident this Scale Logic solution will not only meet LAI Video's needs today, but be an essential part of our growth for the next several years."



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About NX2 NAS

Scale Logic's feature-rich, extreme-performance NX2 NAS offers enterprise workflows and features without the enterprise cost:

- ✓ Unlimited snapshot functionality
- ✓ Data replication and data encryption at rest
- ✓ Scale out from 48TB to 9PB
- ✓ 24x7x365 health monitoring
- ✓ Hybrid cloud support
- ✓ Free MAM-Lite Media Browser included
- ✓ Single global namespace up to 2PB

This case study demonstrates how CHESA can enable organizations to take full advantage of existing media management tools, along with offering ongoing support that fits your needs.

Ready to discuss how we can support your organization?

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