

IOMEGA STORCENTER NAS IS A RATINGS WINNER FOR INDIA'S MAA TV


**NETWORK
STORAGE**


Customer:
MAA TV, India

Industry:
Media

Challenges:

- » Upgraded video editing system created need for high-capacity network-attached storage
- » Storage platform had to be capable of sharing post-production content in different file formats
- » Low energy consumption essential for solution to meet customer's environmental policy

Solution:

Iomega® StorCenter™ ix12 -300r Network Storage Array, 24TB

Benefits:

- » Ease of setup and minimal maintenance required
- » Simplified sharing and backup of data
- » Increased productivity of IT support team through ease of use

In the competitive world of entertainment television, compelling programs are essential to keep viewers from reaching for the remote. Investment in new technology is an essential part of ensuring a channel produces slick and compelling content. High-quality systems working behind the scenes are a key part in helping the stars to shine on the screen.

THE CHALLENGE MAA TV is among the top 25 TV channels out of more than 400 channels that operate in the country now. MAA has emerged as a major Telugu Television network with a bouquet of four channels catering all major genres. Known for its Events, MAA TV establishes the vital bond with the audience by providing a complete ground experience. 'CineMaa Awards', the flagship event of MAA, has earned the reputation of the perfect platform for the film industry to come together and celebrate excellence in Telugu Cinema. Over the years, MAA TV has built a strong movie library that boasts of cult classics and blockbusters in Telugu cinema to enthrall its viewers.

Recently, MAA TV switched to using P2-based video content for better quality and ease of use during post production. In order to store and share this content effectively across 10 editing workstations, the channel needed a common storage solution.

THE SOLUTION To meet its shared storage needs, MAA TV implemented Iomega's StorCenter™ ix12-300r network-attached storage (NAS) device in its program editing and technical department, where it's used for Windows file sharing, File Transfer Protocol and Apple File Protocol. The device is available in configurations from 4TB to 24TB in a single array, and MAA TV chose the maximum-capacity option for its needs.

Outlining the reasons for choosing Iomega technology, Mr. D.S. Karan Prasad, Manager Technical & IT, MAA TV said: "Iomega is known for its NAS solutions. These solutions come in very handy and are simple to use." Now the device is helping the channel to create a virtual and tape-free storage environment, increasing the productivity of its IT support team.



**Iomega® StorCenter™ ix12-300r
Network Storage Array**

- » Enterprise-class data protection with the EMC® LifeLine™ operating system
- » Remote support via email notification and web access
- » Simplified user and group management with Windows® Active Directory® support
- » Simultaneous NAS file-level and iSCSI block-level access
- » Certified for VMware® vSphere 4.0, Citrix® XenServer™, Windows Server 2003, Windows Server 2008, and Windows Server 2008 R2
- » Support for RAID 0, 1, 5, 6, and 10
- » Available in 4TB and 8TB base capacities, 24TB maximum configuration



“After deploying the Iomega solution, we have started experiencing faster transfer of files, and easy sharing across different platforms (OS), leading to enhanced efficiency.”

Mr. D.S. Karan Prasad
Manager Technical & IT, MAA TV

The high-performance StorCenter™ ix12-300r system comes supplied with enterprise-class EMC® LifeLine™ backup software. The StorCenter ix12-300r features new advances in the EMC LifeLine software's provisioning and storage management capabilities. The ix12 supports storage pools, which enables the drives inside the array to be grouped together by similar size and data protection mechanism.

The Iomega NAS device's extensive connectivity options allow for simultaneous multi-protocol file and iSCSI block-level access, which MAA TV is using. It is being used in its preconfigured RAID 5 setting. “In our environment we use MS Windows XP, MS Windows 7 Professional and Mac OS X. Using NAS box we share video files of format P2 MXF, that are captured in P2 (storage media). We are getting Gigabit Ethernet throughput,” explained Mr. D.S. Karan Prasad.

THE BENEFITS “The Iomega device suited best for our requirement. It is simple and has eased the overall functioning at MAA TV,” added Mr. D.S. Karan Prasad. “After deploying the Iomega solution, we have started experiencing faster transfer of files, and easy sharing across different platforms (OS), leading to enhanced efficiency.”

Moreover, Iomega's NAS solution also helped MAA TV to simplify and streamline its data backup process. The StorCenter ix12-24TB has ample capacity for even the most demanding environments such as TV post-production that routinely deals with large video files. According to Mr. D.S. Karan Prasad, MAA TV's current levels of usage are at just 25 per cent of the total available and he estimates the company has sufficient storage from its NAS device to last for a couple of years into the future.

ABOUT IOMEGA Iomega is a worldwide leader of innovative storage solutions for small businesses, distributed enterprises, and home offices, and is a wholly owned subsidiary of EMC, the world's premier information infrastructure technology provider. Iomega has shipped more than 14 million terabytes of storage since its inception in 1980. Today, Iomega's portfolio includes industry leading network attached storage solutions, including video surveillance, cloud and virtualization solutions which are innovative, easy to use and affordable.

To learn more go to www.iomega.com. Resellers can visit www.ioclub.net