SoDA
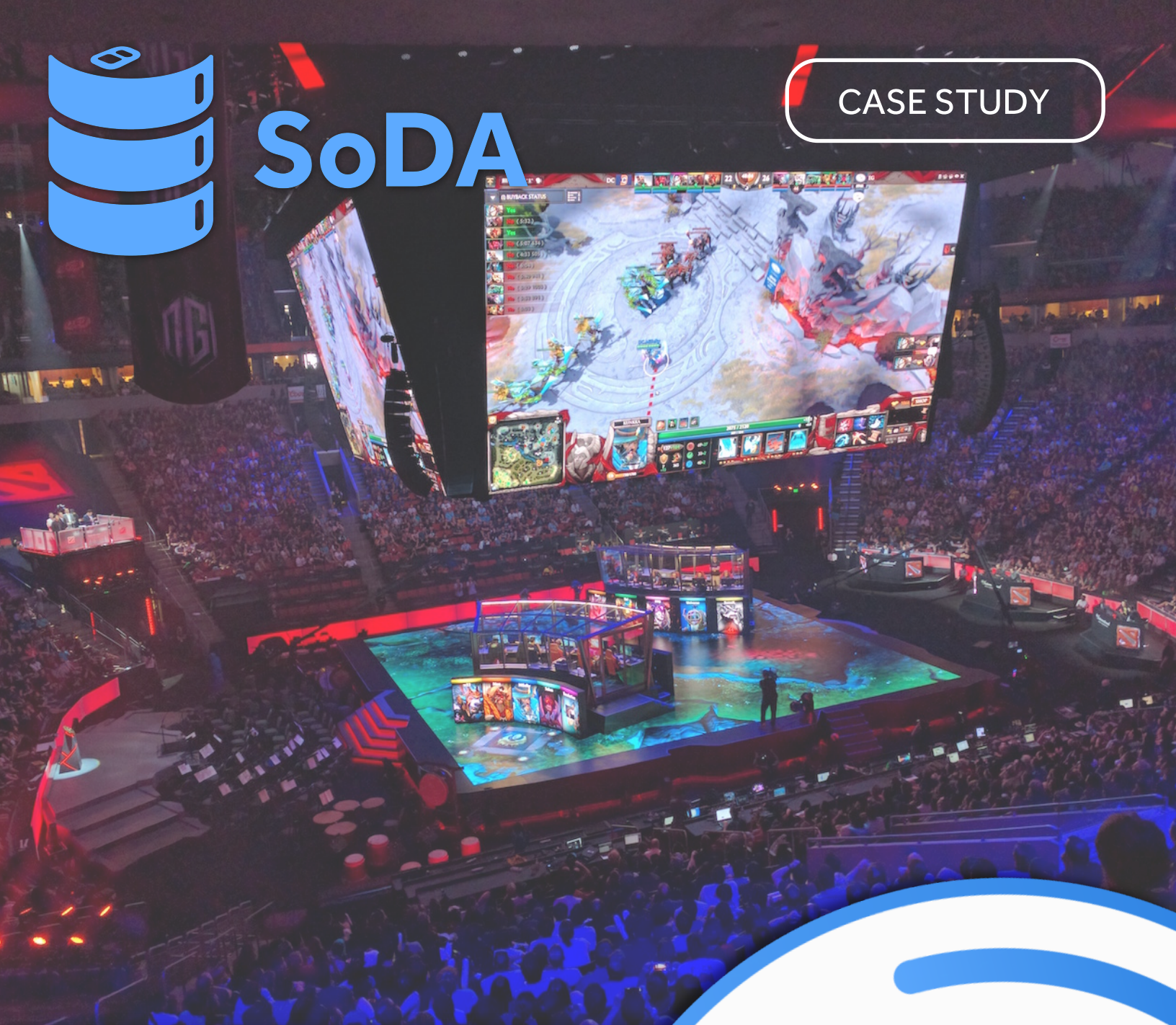
> " SoDA is a critical component of IMT's Esports Gaming clients' WFH (Work-From-Home) video production. SoDA enables cloud workflows by allowing them to make intelligent decisions on which assets they want to move to and from the cloud while keeping cloud spending in check.
>
> - Joe Marchitto, VP , Solutions Architecture

CUSTOMER

SoDA

Esports Gaming Company Chooses SoDA for Hybrid Cloud Media Management

CHALLENGES

- Disparate islands of data
- Cloud data was stored in proprietary formats
- Workflow was folder and file name-based
- Data flow to the cloud was decoupled from creative process
- Could not search for content quickly and easily
- Other groups needed to search and access content
- Needed insight into cloud costs. Existing data mover did not have any insight into cost
- Large amount of legacy content and artwork they wanted to bring into the Esports gaming community

SOLUTION

- IPV Curator + SoDA in a hybrid cloud deployment model
- Archive on ingest to AWS Glacier
- SoDA handles data movement to and from the cloud within IPV Curator
- Video editing using lightweight proxies
- IPV uses streaming proxies into Adobe Premier

BUSINESS BENEFITS

- Gaming videos, legacy game material, artwork and promos are now searchable and available to multiple groups
- Editors can now WFH and edit via proxy and conform on-prem, increasing employee productivity
- Real-time cost analytics to control cloud budget and spend. Editors can now WFH, editing via proxy and conforming the final output back at the main office, increasing employee productivity

ABOUT

Esports

Esports (electronic sports) is a form of sport competition using video games. Esports often takes the form of organized, multiplayer video game competitions, particularly between professional players, individually or as teams. The customer has multiple games and leagues that were inspired by card games, board games, and fantasy RPGs. Media workflows include competitions with player, in-game footage, and Esports commentary. In addition to game play, media is needed to create in-game video content.

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

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