SoDA

SoDA enables multi-site data transfer and data protection & archive

www.cloudsoda.io

WORLD OF WONDER

World of Wonder is the pioneering international entertainment creator of groundbreaking Emmy Award-winning feature and television programming.

World of Wonder have demonstrated nearly 30 years of groundbreaking unscripted, scripted, and documentary content, becoming trailblazers in Hollywood by creating, directing, and producing unparalleled documentaries and series that give a voice to outsiders and marginalized communities.

"SoDA eliminated a 6-figure spend [for us] by removing the process of shipping manual drives from wherever we were shooting to our homebase in Hollywood. Leveraging SoDA, now when media comes in, it's automatically backed up onto Glacier and put onto local on-prem storage for editing and processing."

Tom Wolf, COO

World of Wonder

CHALLENGES

- World of Wonder needed a cost-effective disaster recovery plan that could support backing up petabytes of data
- Content is growing and old content needs to be archived to avoid continuous and expensive storage capacity expansion
- WoW was spending over $100K shipping content on hard drives for production back to their homebase in LA from wherever they were shooting in the world
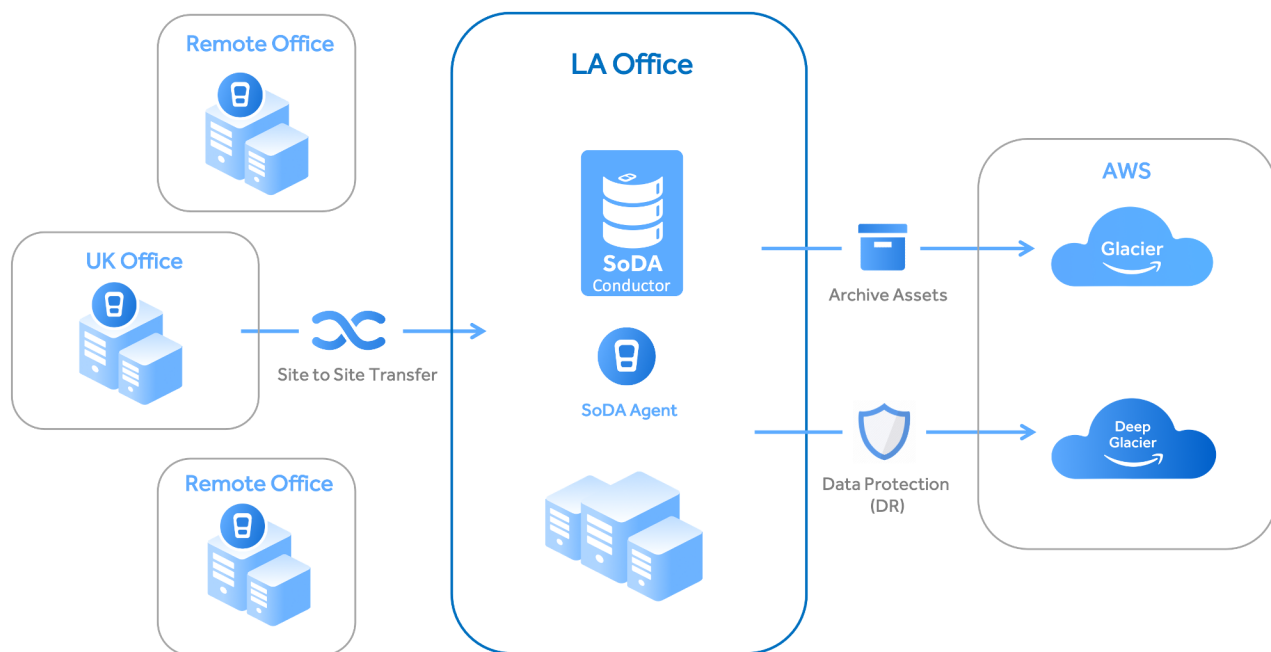
SOLUTION

- SoDA policies were configured with Glacier Deep Archive to protect petabytes of content as a disaster recovery solution
- SoDA policies were created to continuously archive content from their on-prem NAS storage initially moving 400TB
- SoDA agents are deployed around the world to accelerate content back to their main data center in LA

BUSINESS BENEFITS

- NAS replication was cost prohibitive at petabyte scale and SoDA provided an automated and inexpensive solution for backing up media to Glacier Deep Archive
- With SoDA, World of Wonder can free up space by archiving old content avoiding a costly capacity expansion
- SoDA eliminated the manual drive process entirely. When media comes into remote office leveraging the SoDA agent, it plugs into a computer and is automatically backed up onto Glacier and put on local NAS storage for editing and processing
- The combination of SoDA providing a disaster recovery, archive and data transport solution saved over one million dollars in capital expenses

Disaster recovery and 7-figure cost savings

World of Wonder requires larger data storage than other production companies because they own their own content, such as their hit show RuPaul's Drag Race. World of Wonder needed a cost-effective disaster recovery solution that could support backing up their petabytes of data where the option for NAS replication was cost prohibitive. Also, large data sets were old and not being used taking up space on their NAS. Finally, shipping video footage on hard drives from around the world was costly and time consuming.

SoDA was able to solve their data protection problem by leveraging Amazon's S3 Glacier and Glacier Deep Archive to provide a cost-effective disaster recovery solution. SoDA was leveraged to scan their data set and identify cold data, then move that data to Glacier freeing up space on their NAS avoiding a costly capacity expansion. SoDA, with its UDP file acceleration, completely replaced their shipping of hard drives reducing shipping cost, time of delivery, and many man hours saving over $100K.

With SoDA the customer was able to save over one million dollars and convert a large CapEx spend into an OpEx spend.

> "SoDA allows us to do something we've never been able to do – we've always wanted disaster recovery. This was the first time we've truly seen a cost-effective solution that made sense that was also reliable."

About SoDA

SoDA's data management software is storage-agnostic and ecosystem aware, providing companies with unprecedented insight into their unstructured data. SoDA eliminates hidden storage costs by using predictive analytics and user defined policies that intelligently and transparently move data across tiers and from edge to core to cloud for optimal data placement, peak performance, and maximum savings. Simple pricing and unmatched ease of use take the cost, complexity, and surprises out of managing data at any scale.

Follow us: