



## CASE STUDY

# LA Chargers utilize SoDA for content migration and hybrid cloud solution

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The Los Angeles Chargers are a professional American football team based in the Los Angeles metropolitan area. The Chargers compete in the National Football League as a member club of the league's American Football Conference West division.



"We were concerned about data migration from multiple legacy NAS storage systems into a hybrid cloud model. SoDA made our migration refreshingly easy. SoDA also connected into our Media Asset Management environment to enable our long term preservation and archive workflows."

Jason Lavine  
VP Content & Production  
Los Angeles Chargers

## CHALLENGES

- The Los Angeles Chargers organization needed to monetize video content captured from games, practices, and interviews from its 60-year historical archive
- As the Chargers adopt 4K and 8K video content, their legacy storage infrastructure could not support the performance and petabyte-scale requirements needed
- The Team needed a solution to capture game draft and other remote footage to be sent quickly and securely to their stadium
- The Chargers' historical archive was located on Beta, VHS, and DVD media which were unsearchable and offline resulting in minimal access to content

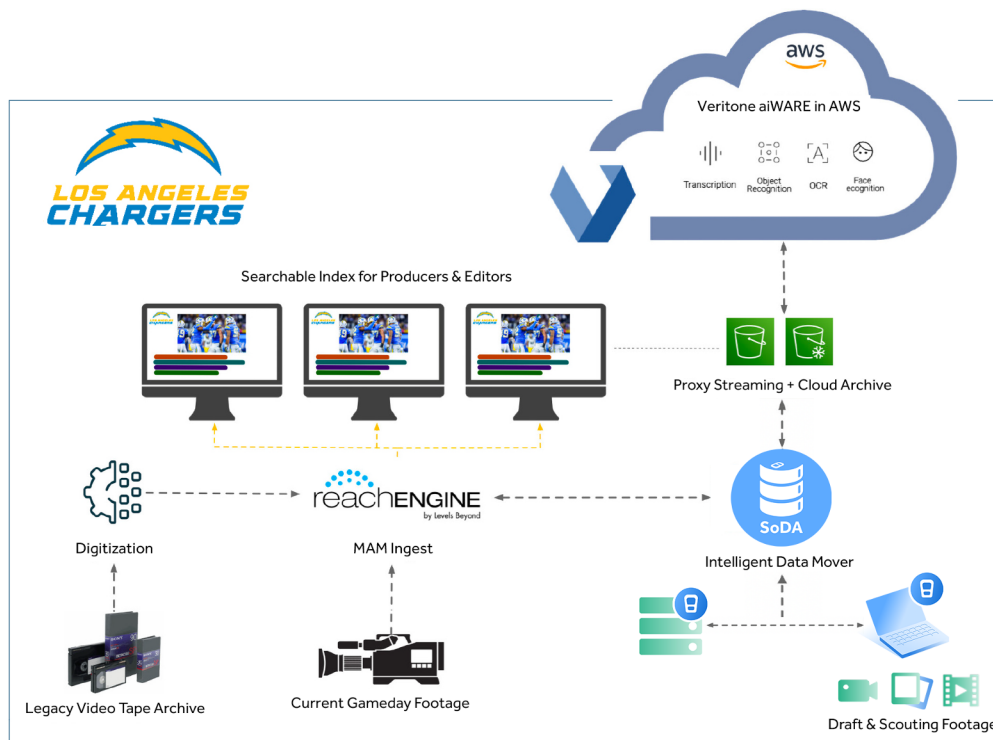
## SOLUTION

- SoDA enabled accelerated content migration from their legacy system to new high-performance SAN
- SoDA's API integration with Reach Engine MAM allowed archive and restore functionality to end users with cost metrics
- SoDA provided automated policy-based data movement from on-prem to AWS cloud
- SoDA provided remote users the ability to send content to the stadium with file acceleration and encryption

## BUSINESS BENEFITS

- Archive content is now searchable and available to users making content available faster with less IT resources
- Automated migration reduced IT resources, saving time and money
- Minimize on-prem storage costs by utilizing elastic cloud storage
- Real-time cost analytics to control cloud budget and spend
- Ability to get game scouting and draft footage to the coaches, staff, and media editors saving time and money





## How SoDA fits into the Chargers Workflow

The LA Chargers needed to upgrade their on-prem storage and archive to a next generation hybrid cloud environment with real-time analytics on costs and budget control. SoDA allowed them to tackle their Tier 1 and cloud migration, leverage the elasticity of the cloud for 4K and 8K content and brought their archive online. SoDA enabled remote footage to be quickly and securely transferred to the stadium, helping coaches and staff review footage and media producers create content.

## 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.

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