



Accelerated upload of video footage from anywhere

THE CLEVELAND GUARDIANS

The Cleveland Guardians are an American professional baseball team based in Cleveland. The Guardians compete in Major League Baseball as a member club of the American League Central division. Since 1994, they have played at Progressive Field.

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“Uploading game footage from remote locations has always been slow and time consuming. With SoDA we have simplified and accelerated our upload process saving us significant time and money.”

ANDREW HICKERSON

Network Analyst
Cleveland Guardians

CHALLENGES

- Getting video content captured from games, practices, scouting and events to their Cleveland data center for immediate access by coaches, players, and editorial staff
- Sending video footage back to their local data center was taking too long to complete
- Remote users were transferring data via sneaker net using hard drives, laptops, or hotel Wi-Fi

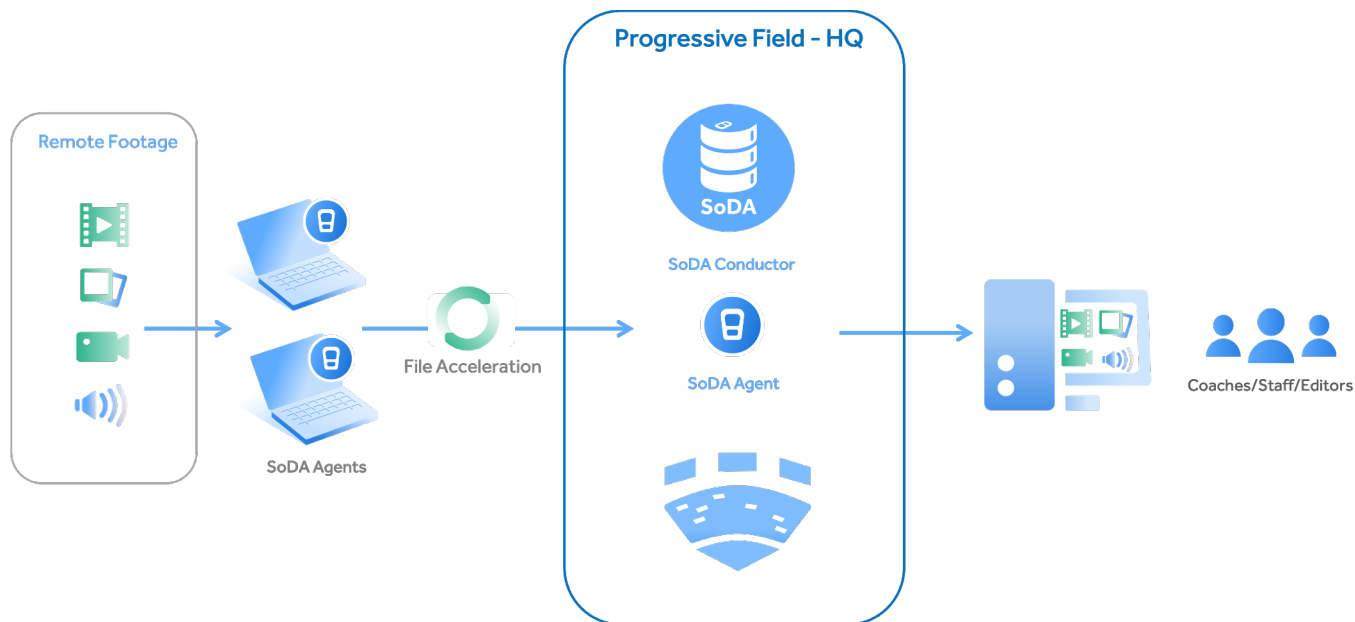
SOLUTION

- SoDA leverages UDP file acceleration to burst video from remote locations back to Cleveland without the need for a VPN connection
- SoDA runs in the Cleveland data center with agents running on laptops in the field
- SoDA provides a single user interface for tracking the upload of all video content captured in the field

BUSINESS BENEFITS

- Video footage is now available in hours, not days
- Coaches have faster access to footage for review and analysis
- Editors can now create content for distribution more rapidly
- SoDA is moving data up to 20x faster than their previous solution
- Understanding the time in which content will be uploaded
- Data is encrypted in flight and verified by checksum on arrival
- Unlimited data movement at an affordable price





SoDA enables quicker access to footage for analysis, editing & distribution

The Cleveland Guardians have video footage from over 80 road games in a season, scouting events, practices, and more. It was difficult for the remote staff to transfer and track captured video. All footage needs to be automatically transferred quickly and tracked to the Cleveland data center. Coaches need the footage for analysis and editorial staff are tasked with cutting the footage for use in the coaches' analysis, commercials, clips, and distribution. The remote staff was either taking the footage back to the data center via laptop or hard drive on the plane or attempting to upload small amounts via hotel or other Wi-Fi. To complicate matters, transfers were done on their VPN with file shares, taking too long for data transfers to be complete, or worse, not getting all the data needed uploaded at all.

With SoDA, The Guardians have accelerated their data transfer speeds, enabling data uploads in just a matter of hours, so footage is available to coaches, players, and editorial staff much sooner. SoDA allows coaches to review footage with their team and transferred footage can be used for marketing and advertising purposes. Automating the data transfers with the ability to retry failed files and track all the data movement saved significant operational man hours.

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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