



**CloudSoda**  
Cloud Data Management

## World of Wonder Leverages CloudSoda to Streamline Multi-Site Data Transfer and Archive

### World of Wonder

World of Wonder stands prominently as a pioneering international entertainment creator responsible for groundbreaking Emmy Award-winning feature and television programming. With nearly three decades of unparalleled contributions to both unscripted and scripted content, they have become trailblazers in Hollywood. Their commitment to offering a voice to outsiders and marginalized communities has set them apart, marking their undeniable influence in the entertainment industry.

From the heart of Hollywood, World of Wonder has redefined documentary creation by capturing authentic, powerful stories that resonate with audiences across the globe. Their dedication to pushing boundaries and championing inclusivity has culminated in memorable productions, including the renowned "RuPaul's Drag Race."

Beyond the glitz of the screen, World of Wonder has forged deep connections with their audiences, emphasizing the power of storytelling in fostering understanding and unity. As they continue to build on their storied legacy, World of Wonder remains committed to producing content that inspires, challenges, and entertains.



### The Challenge

In the ever-evolving world of entertainment, World of Wonder sought to overcome the logistical and financial barriers associated with multi-site data transfer and content archiving. Their rich legacy of content, spanning petabytes of data, posed significant challenges, especially when considering disaster recovery.

Shipping hard drives containing invaluable footage from global shooting locations back to their Hollywood home base was costly and inefficient. This manual transfer method resulted in expenses surpassing \$100K. Additionally, as the volume of content grew, so did the challenge of archiving older content without continuously expanding expensive storage capacity. World of Wonder needed a comprehensive solution to address these multifaceted challenges and align with their commitment to producing top-tier content.

## The Solution

In their quest to enhance efficiency and reduce costs, World of Wonder turned to CloudSoda. With its robust capabilities, CloudSoda provided an integrated solution to the company's challenges.

Leveraging CloudSoda's policies configured with Glacier Deep Archive, World of Wonder was able to protect petabytes of their invaluable content, ensuring a cost-effective disaster recovery solution. This offered peace of mind and safeguarded their rich legacy of content for future generations.

CloudSoda's innovative technology allowed for the automatic archiving of older content, initially transferring a massive 400TB from on-premises NAS storage. This efficient archiving process alleviated the need for World of Wonder to invest in continuous storage capacity expansion, thereby providing significant cost savings.

CloudSoda agents were deployed globally to address the challenge of shipping content back to Hollywood. This setup allowed World of Wonder to swiftly transfer content from shooting locations to their primary data center in LA, eliminating the previously expensive and time-consuming process.

## Benefits

Integrating CloudSoda into World of Wonder's operations brought forth transformative benefits. The previously costly process of shipping manual drives was eradicated, saving over \$100K and ensuring content was immediately available upon arrival for editing and processing. This had a profound impact on efficiency and content turnaround times.

CloudSoda's archiving capabilities provided a dual benefit: ensuring that older content was safely stored while freeing up valuable storage space. This efficient process negated the need for constant storage expansion, translating to substantial financial savings.

Furthermore, the solution's disaster recovery capabilities meant that World of Wonder's content was safely protected. This security provided the peace of mind necessary for a company whose content is its most prized asset.

Overall, the CloudSoda solution led to a remarkable seven-figure cost saving for World of Wonder, transforming a significant capital expense into a more manageable operational expense.

World of Wonder's collaboration with CloudSoda proved to be a game-changer. By addressing the company's unique challenges head-on, CloudSoda delivered on its promise of efficiency, security, and cost savings. As World of Wonder continues to produce groundbreaking content, they do so with the assurance that CloudSoda is safeguarding their legacy, ensuring their content is efficiently managed and protected for years to come.



CloudSoda

WORLD - WONDER



*"CloudSoda eliminated a 6-figure spend for us—by removing the process of shipping manual drives from wherever we were shooting to our home base in Hollywood. Leveraging CloudSoda, now media comes in, and it's automatically backed up onto Glacier and put onto local on-prem storage for editing and processing. CloudSoda 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 and was also reliable."*

**- Tom Wolf, COO World of Wonder**



## The CloudSoda Difference

CloudSoda is committed to being the world's leading, most secure accelerated data movement solutions company, enabling powerful data-cost insights and seamless collaboration—providing the ability to work faster and more efficiently by removing the common barriers of dispersed data.

Our solution represents the entirety of media workflow data—enabling content ingestion, camera-to-cloud workflow, archive, content collaboration, and much more—all while providing insightful cost visibility and advanced business intelligence (BI) for any storage type.

**Get Your Free 14 Day Trial Today!**

Seeing is believing, let us give you a detailed tour of CloudSoda and answer any questions you have about the powerful tools its technology has to offer you and your organization.

**VISIT [CLOUDSODA.IO](https://cloudsoda.io) FOR DETAILS**