Transforming Real-time Video Analysis with CloudSoda

The Cincinnati Reds

The Cincinnati Reds, a professional baseball team in the United States, embarked on a transformative journey to enhance their players' performance analysis by leveraging CloudSoda. This case study delves into how the Reds successfully integrated CloudSoda into their operations, enabling real-time video analysis and streamlining data transfers to Azure.

CASE STUDY

The Challenge

The Reds faced a significant challenge—providing players with immediate access to game footage for post-game analysis. Players strongly desired to review their performances promptly to identify areas for improvement and enhance their gameplay.

To meet this demand, the Reds developed a dedicated app that allowed players to access statistics and game videos. However, a critical bottleneck existed in transferring video data captured on-premises to Azure, where it could be accessible by players. Legacy solutions like Dropbox and Box proved unreliable and time-consuming, failing to meet the team's real-time needs. It was clear that a more robust and efficient solution was required.

The Solution

The newly adopted workflow incorporates CloudSoda as the seamless video data transfer linchpin. During games, video footage is captured using the Reds' camera system and promptly uploaded to their NetApp storage infrastructure. Manual data tagging is performed in real-time to enhance the value of the video data, including the identification of pitches and at-bats.

CloudSoda offers a streamlined solution unlike previous methods involving unreliable file-sharing platforms. This cloud-based platform facilitates the swift transfer of data to a designated Azure video storage vault. The accessibility of this cloud-based vault by players and developers ensures real-time access to valuable video resources.

Benefits & ROI

The implementation of CloudSoda has yielded substantial benefits for the Cincinnati Reds. The most notable advantage is the considerable time savings achieved by the team. Previously, interns were burdened with monitoring data transfers, which were prone to issues when relying on legacy solutions.

CloudSoda's real-time data upload capabilities, combined with seamless background processing, have significantly reduced the workload on the Reds' staff. This time-saving aspect translates directly into enhanced productivity, allowing the team to allocate resources more efficiently. Any potential issues are identified swiftly and addressed, saving even more valuable time for the organization.

Future Plans

The Reds have recognized the potential of CloudSoda beyond video data transfer. They are actively exploring additional use cases, particularly in infrastructure management. Plans include expanding the utilization of CloudSoda for heavier archiving needs and implementing policies for time-based and access-based storage. This forward-thinking approach demonstrates the Reds' commitment to maximizing the benefits of CloudSoda across their operations.

The Outcome

The Cincinnati Reds are not only a powerhouse on the baseball diamond but also in their innovative approach to improving operations. By adopting CloudSoda, they have found an efficient and reliable solution to address their pressing need for real-time video access. This platform has streamlined processes, saving significant time and delivering a boost in performance. The real-time availability of video footage has not only pleased the staff but also earned the praise of players, proving instrumental in their post-game analysis and performance improvement.

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.

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