

# Media & Entertainment



## In Demand Networks

### SOLUTION SUMMARY:

#### Challenges

- Keep up with growing needs in terms of bandwidth and capacity
- Require large amounts of capacity for storing high resolution video files
- Ability to handle a mix of up to twenty concurrent ingest and editing sessions without an issue
- Ability to grow storage without hassle
- Find provider with excellent customer support

#### Solution

- Deployment of PROMISE VTrak E-Class 4Gb Fibre Channel RAID and Expansion storage systems PROMISE VTrak storage coupled with Apple Xsan 2

#### Results

- Meets all performance requirements
- Enabled rapid setup and integration with ease of growing capacity
- Gained unparalleled access to 24x7 customer support that was able to address their questions and issues in a timely fashion at no extra cost to customer

## iN DEMAND Networks Deploys PROMISE VTrak FC RAID

A pioneer and world leader of providing exciting entertainment through television, iN DEMAND Networks, creates and delivers programming through three distinct methods: Pay-Per-View (PPV) programming, Video-on-Demand (VOD) and high-definition programming. iN DEMAND is also the exclusive TV home of Howard Stern, via Howard Stern on Demand. iN DEMAND is a jointly owned venture of Comcast iN DEMAND Holdings, Inc., Cox Communications Holdings, Inc., and Time Warner Entertainment - Advance/Newhouse Partnership.

With iN DEMAND Networks' responsibilities including ingesting and editing content for On Demand material for cable TV which includes PPV sporting events, the Howard Stern Show and original HD VOD content; the requirements needed for a highly reliable and high performing storage solution is obvious. At any given time, the potential for twenty simultaneous iN DEMAND editors using the storage area network (SAN) to capture and edit a number of DVCPRO HD and Apple ProRes content is a possibility. Having been a user for five years of the original release of Xsan and discontinued Xserve RAIDs from Apple, Keith Koby, the Head of Engineering at iN DEMAND, was in need of an upgrade to meet these growing needs.

To assist with the replacement of their SAN, Koby turned to one of iN DEMAND's trusted resellers, Tekserve, an Apple reseller located in New York. "We feel like we have a good partnership with Tekserve. They have been with us since the beginning and I can count on them giving us the best price on hardware, software, and support." The presented solution was to install consulting was to install solution with PROMISE Channel

***"To us, the quality of the support from Promise is as important as the product itself. The fact that they offer 24x7 customer support included in the product purchase is amazing... nobody else does that!"***

*Keith Koby,  
 Head of Engineering at iN DEMAND*

Apple qualified VTrak 4Gb Fibre subsystems in the backend. The current setup includes the use of 154TB of usable storage. Koby said of their current solution that "it's just a solid system now. I'm having a really hard time getting people to drop frames."



Shortly following their initial setup, the need to continue to grow the capacity of the SAN at iN DEMAND Networks was apparent as the amount of content grew. Having the ability to grow the capacity of their storage volume through Xsan and using PROMISE VTraks as the storage, Koby went ahead and purchased more VTrak subsystems. What they discovered during the upgrade was the extreme ease of adding storage and PROMISE'S commitment to support their customers to the end.

"To us, the quality of the support from PROMISE is as important as the product itself. The fact that they offer 24x7 customer support included in the product purchase is amazing," stated Koby. "Nobody else in the industry does that."

"To be able to call up support at PROMISE anytime and have people there that are knowledgeable and reassuring and to have them work with us on configuration ideas providing us with suggestions that ended with them giving us a thumbs up with what we wanted to do was invaluable. With their help, our scheduled overnight downtime for the upgrade was held to under an hour instead of an entire night. I can't think of another example of calling a vendor and getting that kind of response, that fast. It is simply amazing."

"We made it to the PROMISE land," said Koby. "It's just a solid system. This is what we have always hoped for."

For more information about iN DEMAND Networks, visit <http://www.indemand.com/>.

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For more information, please visit PROMISE on the web at: [www.promise.com](http://www.promise.com)

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