



A sports and entertainment company uses various Apace products to meet the demands of their video production team

“Apace products are easy to use and easy to deploy.”

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CTO The Requirements

The company had certain requirements that had to be met:

- Scalable, fast storage systems that are easy to deploy
- A scalable MAM with workflow automation
- Allow for unlimited user to access limited assets in the MAM for review and approval workflow
- Data management at the edge and cloud
- Applications are cloud-ready
- Flexibility of use of Facial AI and transcription to their data management



Apace

The Solution

Satisfied with the performance and the ease of deployment of our shared storage systems (vStor), the sports and entertainment company have been using our storage systems for the last decade. The systems are loosely clustered where each system is managed by an Apace MAM (postMAM). The MAM is cloud-ready in the event the company decides to put their content in the cloud. Their CTO said, "Apace products are easy to deploy and easy to use."

The Channels feature of the MAM streamlined the content delivery workflow from their 1000 plus media production affiliates. The MAM process and manages the delivered content at their headquarters and puts them into a Channel for review and approval. The over 1000 content creator affiliates use the Channel app, a browser-based interface included with PostMAM, to review and approve their delivered content before it gets broadcast. The Facial recognition and transcription support of postMAM were bonus features but very valuable.

