



Enabling Ultra HD media management & collaboration in the cloud

AT A GLANCE

Industry

Marketing Services

Products

Orchestrator
Enterprise Server
Server On Demand
SDK

Challenge

Find a reliable, scalable and high-speed file transfer solution that complements their asset management system and integrates readily with third party cloud solutions.

Solution

72andSunny selected Aspera for all their transfer needs, including workflow automation, collaboration, and file distribution.

Results

- 72andSunny is able to transfer 500GB Ultra HD video files to the cloud faster than ever before.
- Aspera reduces project completion time and increases productivity by maximizing bandwidth utilization and eliminating delays in the file transfer process.

72andSunny is a modern full-service design and advertising company with a host of high-profile clients, including Carl's Jr., Google, and Starbucks. With regional offices in Los Angeles, New York City, and Amsterdam, 72andSunny takes a global approach to delivering multi-platform campaigns that resonate with audiences around the world.

From the onset, 72andSunny set out to create a world-class studio that would produce cutting-edge design, editorial, visual effects and graphics. In order to stay ahead of the curve when it comes to managing their rapidly growing asset library, which includes storage and bandwidth intensive 4K, 5K and 6K video content, 72andSunny takes advantage of the latest technologies, with a special focus on leveraging the power of the cloud from asset storage and archiving, to file processing, transcoding and global distribution.

Beginning with the ingest of raw video footage from a shoot to the delivery of completed 60-second spots ready for air, 72andSunny relies on Aspera's patented FASP™ technology to quickly move, synchronize, and exchange data between their global offices, field locations, customers, and partners.

CHALLENGE

Serving as the agency of record for some of the largest and most influential companies in the world, 72andSunny needed its asset management and global distribution systems to operate without a hitch and enable worldwide collaboration.

“Aspera’s value for business is self-evident. 72andSunny came to this realization first hand after witnessing the technology’s capabilities for simple file transfers.”

 Nicholas Stokes
Founder, XPlatform Consulting

In search of a solution, 72andSunny approached XPlatform Consulting, a Los Angeles-based digital asset management consulting group and systems integrator for media and production workflows. The requirements were straightforward: the solution needs to offer a compelling cloud-based system for file archiving and backup, enable seamless integration with third-party systems, and be supplemented with high-speed file movement throughout the workflow.

BENEFITS

Fast transfers

72andSunny uses Aspera to transfer large video files to, from, and across cloud infrastructure at maximum speed, regardless of file size, transfer distance or network conditions.

Aspera ecosystem

By selecting Aspera, 72andSunny is entered into an ecosystem of third-party systems that are already using Aspera, including Amazon Web Services, Cantemo Portal, Vidispine, and Mediasilo, making it easier than ever to integrate seamlessly with third-party systems.

Scalability

Aspera On Demand can scale to accommodate 72andSunny's growing business needs as the company expands while avoiding large upfront infrastructure costs.

Strong security

Aspera's enterprise-grade security features SSH authentication, encryption in transit and at rest, and data integrity verification for each transmitted block, protecting valuable media assets throughout the transfer process.

The transfer mechanism needs to maintain high-speed transfer performance for very large file sizes; for every 60-second commercial the studio produces, 72andSunny needs to move up to 500GB of high-resolution video to the cloud for file processing and storage. The transfers not only have to perform well for fiber-connected users in their offices, but also for the wireless users that are prevalent within the company.

SOLUTION

When XPlatform Consulting developed a solution for 72andSunny, the choice to include Aspera was an easy one; the unrivaled performance, security, ease of integration and reliability of the Aspera solution complemented the proposed digital asset management system effectively.

During initial testing, XPlatform Consulting proved to the 72andSunny team that they could move 700GB worth of data files from Los Angeles to New York using FASP on a 1Gbps WAN connection in considerably less time than their existing legacy solution and more reliably than their fallback option of putting data on a hard drive and sending an employee courier on a plane to the destination. Aspera's incredible transfer speeds opened the door to fully integrating their media ingest, exchange, archival, and distribution workflow of Ultra HD media files with the cloud.

Next, XPlatform Consulting built a robust workflow automation system using Aspera Orchestrator, which enabled the integration of 72andSunny's on-premise SAN storage with its cloud-based asset management systems, consisting of Cantemo Portal, Vidispine, and MediaSilo. Triggering this complex interaction of systems is made easy for the end-user, who simply needs to tag a file for upload using the built-in OS X tagging functionality. This tag tells Aspera Orchestrator to initiate a set of actions, including a file validation process to check the file against 72andSunny's format and compliance requirements, file-locking to prevent the file from further modification, file transfer to Amazon Web Services (AWS) using Aspera FASP, an asset record creation in both MediaSilo, a cloud-based media management and sharing platform, as well as Cantemo Portal, a media asset management (MAM) platform, and video proxy creation using the Vidispine media service backbone. This entire ingest pipeline can be closely monitored and managed by Aspera Console, a web-based application also running on AWS.

72andSunny utilizes Aspera Orchestrator today to fully automate their workflows, using FASP to transfer the video files and meta data from their

on-premises datacenter storage SAN to AWS at maximum speed, with seamless integration to Cantemo Portal, MediaSilo and Vidispine digital asset management systems in the cloud. When a file is "tagged" for upload on their SAN, Orchestrator automatically initiates a file format validation on the file to make sure it's compliant and then locks the file's permissions from further editing during transfer. The metadata is extracted, Aspera FASP transfers the content direct to Amazon Web Services (AWS), and the content is integrated with MediaSilo's cloud-based video management and sharing platform via the MediaSilo plug-in. In addition, files are simultaneously loaded to Cantemo Portal media asset management (MAM) platform and the Vidispine media service backbone enable storage, management, and browsing of

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 **Casey Franks**
Director of IT, 72andSunny

internal assets across their worldwide branch offices. The whole transfer process is monitored and managed from within Aspera's Console web-application, also running on AWS.

For wireless users, Aspera's FASP-Air technology and mobile apps transfer large files over Wi-Fi and cellular networks at speeds that are significantly faster than traditional mobile transfer technologies. This enables users to abstain from "plugging-in" at the office and continue working as usual while transferring large file wirelessly.

"Once we demonstrated the Aspera web applications and how the solutions all fit within a tightly integrated ecosystem of third party applications, 72andSunny realized this solution would solve their collaboration needs as well."

 **Nicholas Stokes**
Founder, XPlatform Consulting

RESULTS

Today, Aspera serves as the backbone to the entire digital file-based workflow. It enables widely dispersed teams to collaborate effectively through fast file sharing, even for massive ultra high-definition video files that would otherwise be too difficult to transfer cross-continently. Aspera helps 72andSunny's creative teams to complete projects more efficiently, increase overall productivity, reduce the time-to-completion for projects, and collaborate worldwide.

"Aspera's value for business is self-evident.

72andSunny came to this realization first hand after witnessing the technology's capabilities for simple file transfers. Once we demonstrated the web applications and how the solutions all fit within a tightly integrated ecosystem of third party applications, 72andSunny realized this solution would solve their collaboration needs as well," said Nicholas Stokes, Founder at XPlatform Consulting.

Strategically shifting the media management to the cloud enables 72andSunny to scale their data center needs more effectively than using traditional local fixed capacity datacenters. As their company and data assets grow, they can easily and quickly provision more resources in the cloud from providers like Aspera, AWS, Cantemo Portal, Vidispine, and MediaSilo.

"Aspera's high-speed transfer technology powers our workflow from start to finish. By speeding up file movement, we are able to reduce turn-around times, increase efficiency, and simplify collaboration between teams located around the world," said Casey Franks, director of IT at 72andSunny.

72andSunny can build out their business with the confidence of knowing that their implemented file transfer solution is not only highly scalable and flexible, but also fully supported by Aspera.



ABOUT 72ANDSUNNY

72andSunny creates cultural impact on behalf of brands. The company is recognized as one of Fast Company's Most Innovative Companies 2015 and is a two-time "Agency of the Year" winner for Advertising Age and Adweek. With offices in Los Angeles, Amsterdam and New York, 72andSunny services clients including Activision, Axe, Carl's Jr./Hardee's, Carlsberg, ESPN, Google, Samsung, Smirnoff, Sonos, Starbucks, Target, Tillamook and truth.

About Aspera

Aspera, an IBM Company, is the creator of next-generation transport technologies that move the world's data at maximum speed regardless of file size, transfer distance and network conditions. Based on its patented, Emmy® award-winning FASP® protocol, Aspera software fully utilizes existing infrastructures to deliver the fastest, most predictable file-transfer experience. Aspera's core technology delivers unprecedented control over bandwidth, complete security and uncompromising reliability. Organizations across a variety of industries on six continents rely on Aspera software for the business-critical transport of their digital assets.

Learn more at www.asperasoft.com and follow us on Twitter @asperasoft for more information.