



Enabling Marketing Clients to Submit Project Materials at Maximum Speed

AT A GLANCE

Industry

Media & Entertainment

Products

Aspera Connect Server
Aspera Client
Aspera Console
Aspera Shares
Aspera *faspex*™
Aspera Point-to-Point

Challenge

Transferring files of any type or size from media customers to Trailer Park and returning completed works at maximum speed.

Solution

Trailer Park's media clients can submit content via the Connect web browser plug-in using Shares or *faspex*™, and Trailer Park uses the Connect Server to return completed projects.

Results

- Trailer Park can send and receive media files as large as 400 GB at maximum speed.
- Precise bandwidth control allows Trailer Park to throttle down transmission rates for fairness to other traffic or ramp up transfer rates for priority projects.

Trailer Park is the world's leading media marketing company, creating award-winning campaigns and delivering a variety of advertising services to major studios, networks, and other media clients. Some of the services Trailer Park is best known for include theatrical trailers for major motion pictures such as *Iron Man*, *The Grey*, and *Alvin and the Chipmunks*, complete product packaging, billboard and bus sign ads, web sites and mobile applications.

Trailer Park uses Aspera's patented FASP™ technology to receive content from their clients and return completed projects at maximum speed, with comprehensive security, and with complete visibility over the transfer environment.

CHALLENGE

In the past, Trailer Park had used standard ftp to complete transfers to and from their media clients. But ftp proved to be slow and unreliable due to the inherent bottlenecks in the underlying protocol. When the ftp system spontaneously crashed one day after a maintenance window, Trailer Park recognized that it was time to make a switch.

Of key concern for a new transfer solution was security. Trailer Park undergoes periodic

reviews by the Motion Picture Association of America (MPAA) to examine their site security and compliance with the security guidelines set forth by the organization.

"The two major reasons we need Aspera are for security and performance."

 Michael Forester
IT Director, Trailer Park

Trailer Park also wanted to attain greater visibility and control over the transfer environment, having experienced issues with bandwidth saturation in the past when they used a transfer client to send and receive content via their customers' transfer servers, which provided them little ability to throttle transfers.

SOLUTION

In response to employee and client requests, and under time constraints to implement a solution quickly, Trailer Park selected a software suite from Aspera that they knew would meet their stringent performance and security requirements, deploying Aspera Shares for file sharing and ingest, Connect Server for high-speed web-based



BENEFITS

Fast speed: With Aspera, Trailer Park can transfer content to and from media clients around the world at maximum speed, regardless of file sizes, transfer distance, or network conditions.

Bandwidth control: Aspera extends extraordinary control over transfer rates and bandwidth sharing with other network traffic, so Trailer Park can ramp up or throttle down transmission rates based on project priorities or network traffic.

Strong security: With built-in SSH authentication, encryption in transit and at rest, and data integrity verification for each transmitted block, Trailer Park protects their customers' valued content and meets the security requirements set forth by the MPAA.

Easy-to-use web interface: Aspera Shares On Demand provides an intuitive web interface, making it fast and easy for studios and other media clients to locate files and folders and initiate high-speed uploads and downloads.

ABOUT TRAILER PARK

Trailer Park is the world's leading entertainment marketing agency with headquarters in Hollywood, CA. With over 20 years of experience in entertainment marketing, Trailer Park serves as a full-service agency for a broad spectrum of clients, including theatrical, television, home entertainment, videogames, publishing, music, brands and more.

Trailer Park's unique model combines entertainment, technology and branding, at significant scale, enabling the agency to provide its clients with unique marketing solutions as well as fully integrated campaigns.

transfers, *fastpex*™ for person-to-person file-based collaboration, and Console for centralized management and monitoring of the entire environment.

Clients submit a variety of content in different formats and sizes, which can range from a high-res full-length feature film to a Photoshop file, and Trailer Park provides many different options to cater to their needs. Clients can use their own Aspera transfer software, or clients without their own infrastructure can download Aspera's free Connect web browser plug-in and initiate a secure high-speed transfer with the Connect Server using the Aspera Shares Web interface, both housed at Trailer Park's facility. Non-technical business users often opt to use *fastpex*, a person-to-person file delivery and collaboration platform that allows users to submit content directly through the web using an email-style interface, with notifications also delivered to the recipient by email.

Once Trailer Park receives the files, they can immediately begin work to create trailers, online or print advertisements, or any other of the number of marketing services they provide. When a project is completed, Trailer Park can deliver a hard asset or clients can use the Aspera Connect Server with the Shares file sharing web interface to download the digital files at high-speed using a standard browser.

To centrally manage and monitor the entire system, Trailer Park uses Aspera Console, with real-time dashboards that display all transfer activity and provide full control over bandwidth use and transfer priority.

RESULTS

Using Aspera, Trailer Park now transfers very large files – including full-length HD feature films of up to 400 GB – at maximum speed over their 100 Mbps pipe.

"We're doing more digital deliveries now than we ever have before," said Michael Forester, IT Director at Trailer Park. "Large file transfers take less time with Aspera than with anything else."

Plus, Aspera Console provides Trailer Park with complete visibility over the transfer environment, so they can monitor and manage bandwidth utilization and work with clients to cap bandwidth usage when needed.

"The two major reasons we need Aspera are for security and performance," said Forester. "We don't have unlimited bandwidth; we have to make sure we're utilizing the bandwidth we've got the best we can."

Now, Trailer Park's media clients have the ability to submit content in the manner that is most convenient for them, whether that's an email-based person-to-person transfer with Aspera *fastpex* or browsing content and uploading, or downloading files at high-speed using Aspera Shares and the Connect browser plug-in. With Aspera, Trailer Park caters to the needs of each of their clients, no matter what flavor they prefer.

"Large file transfers take less time with Aspera than with anything else."

 **Michael Forester,**
IT Director, Trailer Park

About Aspera

Aspera 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 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