Gearing up for the future of broadcasting

Chief Entertainment implements a highly scalable IT platform at its new state-of-the-art facilities and improves efficiency by reducing editing time for highlights

"One of the key factors for choosing Dell was that we could future-proof our architecture with its solutions. We could build scalability into our infrastructure."

Adam Dodman, CTO, Chief Entertainment

Customer profile

Chief entertainment

Company	Chief Entertainment
Industry	Arts, Entertainment & Media
Country	Australia
Website	chiefentertainment.com.au

Business need

With video formats changing and broadcast channels increasing, Chief Entertainment wanted to capitalize on new business opportunities by refreshing its IT infrastructure.

Solution

The company deployed a Dell platform featuring Dell storage, servers, and networking for its closed broadcast environment, and Dell clients and firewall protection for its open corporate environment.

Benefits

- Enhances service levels, halving the time to edit multiple streams of sports highlights
- Drives growth by offering a greater volume of high-definition entertainment services
- Ensures company can expand with scalable architecture to support new formats
- Improves efficiency and keeps corporate network protected from intruders
- Streamlines costs by standardizing on a single-vendor solution

Solutions at a glance

- Data Center
- Modular Infrastructure
- Network Security
- Client Solutions
- Enterprise and Client Deployment
- Enterprise Support

> **"Personnel can be at their best in multiple work environments with our Dell mobile and desktop devices, and feel sure the network is free from malware and intruders."**
>
> *Pablo Bolomey, Network Management Operations, Chief Entertainment*

Chief Entertainment provides a range of services around sports and entertainment production. Part of Telstra, a leading provider of mobile communication services in Australia, Chief Entertainment is seeing rapid change across the industry.

Digital video formats are evolving fast, and broadcasters are upscaling their content from standard-definition image quality to high-definition (HD) quality and even Ultra HD (4K) in some cases.

On top of changing video formats, Chief Entertainment is witnessing the evolution of traditional business models. With broadband internet widely available, a growing number of broadcasters are providing content online via their own online platforms. To capitalize on these new business opportunities, Chief Entertainment needed to upgrade its premises and moved to a large studio facility in Sydney.

New premises call for new IT

Given the size of the new location, which includes 11 editing suites and two desktop edit stations, Chief Entertainment also needed to refresh its IT. Up to this point, both its open corporate environment and closed broadcast environment featured multiple-vendor solutions, including Dell. With Chief Entertainment already heavily invested in Dell servers, networking and client solutions, the company approached Dell for a complete platform overhaul. Adam Dodman, CTO at Chief Entertainment, says, "One of the key factors for choosing Dell was that we could future-proof our architecture with its solutions. We could build scalability into our infrastructure."

Products & Services

Services

Dell Deployment Services

Dell ProSupport Plus for Enterprise

Dell Optimize

Hardware

Dell Storage FS8600 NAS appliance

Dell PowerEdge FX2 Chassis

Dell PowerEdge FC630 node servers with Intel® Xeon® processors

Dell Networking S5000, S4810, N4000 and N3000 switches

SonicWALL Supermassive 9600 next-generation firewall

Dell Latitude E7450 and E7440 laptops with Intel Core™ i5 processors

Dell XPS 13 9343 laptops with Intel Core i5 processors

Dell OptiPlex 9030 All-in-One and 3020M desktops with Intel Core processors

The IT team at Chief Entertainment worked with Dell to design the infrastructure for the offices and engaged Dell Deployment Services to streamline the implementation process. Comments Dodman, "We were confident we could deploy the solution in time for the office launch because of the commitment that Dell gave to this project from the start."

Drives growth by offering a greater volume of high-definition entertainment services

Chief Entertainment can drive growth by meeting the changing needs of the industry. The broadcast environment at its new facilities can support the digital video formats of today and the future. With a highly scalable file storage platform based on a Dell Storage FS8600 NAS appliance, the company has half a petabyte of capacity at its disposal. "We can deliver more high-definition content to more customers because of the additional capacity from our Dell Storage solution," says Dodman.

Enhances service levels, halving the time to edit multiple streams of sports highlights

Not only can Chief Entertainment deliver more content, it can also deliver content faster. The company has upgraded its broadcast infrastructure from 1 gigabyte Ethernet (GbE) links to 10GbE connections via a network architecture based on Dell Networking S5000, S4810, N4000 series and N3000 series switches. This has allowed them to move from working with a mixture of video formats such as SD IMX50Mb/s to a HD ProRes 120−240Mb/s format, which made sharing content between departments very flexible as the need to convert, downscale or even upscale content was eliminated. More video streams can now be played within the editing suites since video ingest points have been improved and are now more reliable.

The company also added more computing performance via Dell PowerEdge FC630 node servers with Intel® Xeon® processors in a Dell FX2 chassis. Dodman says, "Today, for example, we can deliver edited highlights of sports matches in half the time it used to take because we have the power of our Dell platform."

Ensures company can drive growth with scalable architecture to support 4K development

Chief Entertainment is equipped to handle the continued expansion of video formats. More and more content is being shot in 4K, so offering 4K highlights is a possibility in the future and is something the company is looking at and planning for, especially if it is a client requirement. As Dodman elaborates, "There seems to be no limit to the number of formats being developed, with people talking about 4K, 5K and even 8K image resolutions. We have established a very scalable platform that we can easily expand to meet our requirements. Whatever image resolution our customers want, we can do it with our Dell Storage solution."

Improves efficiency and keeps corporate network protected from intruders

The company is also providing staff at the new offices with greater IT support while safeguarding data on the corporate network highly effectively. Employees use a range of Dell Latitude E7450 and E7440 laptops as well as Dell Latitude XPS 13 laptops, all with Intel Core™ i5 processors, for mobile working. They also have Dell OptiPlex 9030 All-in-Ones and Dell OptiPlex 3020 micro desktops with Intel Core i5 processors at their workstations. To keep the network protected, the company has a SonicWALL Supermassive 9600 next-generation firewall. Pablo Bolomey, network management operations at Chief Entertainment, says, "Personnel can be at their best in multiple work environments with our Dell mobile and desktop devices, and feel sure the network is free from malware and intruders."

Streamlines costs by standardizing on a single-vendor solution

For Dodman and colleagues, they can focus more on service development now that the IT infrastructure is standardized on Dell. In addition, they have Dell ProSupport Plus to assist with support enquiries. As part of the service, the company works with a Dell Technical Account Manager to escalate inquiries inside Dell and to help improve support processes. IT staff also have the support of a Compellent System Analyst, as part of the Dell Optimize service, who helps them ensure the storage platform delivers its full capabilities. "We can dedicate more time to improving IT services to internal users because we're not handling multiple supplier relationships. We feel confident we can maximize the return on our IT investment with the help of our Dell ProSupport Plus and Optimize services."

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