

# LA Chargers Use CloudSoda for Content Mi- gration and Hy- brid Cloud Solu- tion



The LA Chargers needed to upgrade their on-prem storage and archive to a next generation hybrid cloud environment with real-time analytics on storage costs to maintain budget control. CloudSoda allowed them to migrate their data cloud migration, leverage the elasticity of the cloud for 4K and 8K content and bring their archive online.

Remote game day footage is now quickly and securely transferred to the stadium, helping coaches and staff review footage and media producers create content.

**“We were concerned about data migration from multiple legacy NAS storage systems into a hybrid cloud model. CloudSoda made our migration refreshingly easy. CloudSoda also connected into our Media Asset Management environment to enable our long-term preservation and archive workflows.”**

— Jason Lavine, Los Angeles Chargers

## Customer Challenge

- Real time capture and transfer of game draft and other remote footage to be sent quickly and securely to their stadium
- New storage infrastructure to support performance and petabyte scale requirements for 4K and 8K video content
- Monetization of video content captured from games, practices, and interviews from its 60-year historical archive
- Unsearchable and offline archive on Beta, VHS, and DVD media

## CloudSoda Solution

- Enabled accelerated content migration from the legacy storage system to new high-performance SAN
- Provides automated policy-based data movement from on-prem to AWS cloud
- CloudSoda API integration with Reach Engine MAM provides archive and re-store functionality for end users
- CloudSoda's Dry Run feature provided insights into cloud storage and retrieval costs to help with data move planning to AWS

## Business Outcomes

- Archive content is now searchable and available to users making content available faster with less IT resources
- Automated migration reduced IT resources, saving time and money
- Real-time storage cost analytics to control cloud budget and spend
- Ability to get game scouting and draft footage to the coaches, staff, and media editors fast and securely

## CloudSoda Data Management Benefits



### Complete Visibility:

Comprehensive visibility and analytics for all your unstructured data unlock its value for AI and everyday



### Full Control:

Just a few clicks to move, copy, sync and delete data on-demand for AI and general busi-

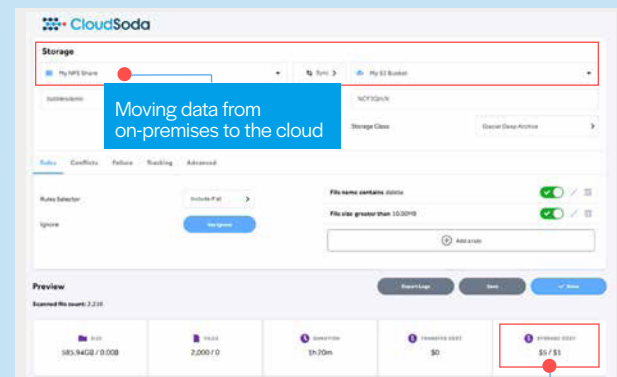


### Improved Outcomes:

Integration and automation with multi-vendor and cloud storage power AI and business workflows with the best data

### Simulate Data Moves:

Preview storage costs, egress fees and time to move with **CloudSoda Dry Run**



Storage cost at source (\$5) and destination (\$1)

In Partnership with



**CloudSoda** delivers AI-ready intelligent data management, covering everything from discovery and analytics to governance, collaboration, movement, and continuous data lifecycle optimization. By placing data at the center, CloudSoda provides a modern approach to data management tailored for the AI era.

See infographics, demo videos and more case studies at  
**cloudsoda.io**