Diskover

CUSTOMER SUCCESS STORY

Media giant turns tags into a self-cleaning storage estate.

How an in-house marketing division replaced manual searches and cleanup emails with tag-driven automation across 300 million files.



300M+	4	11	MINUTES
files indexed into one searchable catalog	storage platforms searched from one place	users across engineering, media operations, and finance	for lookups that used to take hours of manual searching

CUSTOMER PROFILE

One of the largest media and entertainment companies in the world, with film studios, broadcast and cable networks, a streaming service, and theme parks under one roof.

Its in-house marketing division on the West Coast produces the trailers, promos, key art, and campaign assets behind dozens of brands and hundreds of releases a year. Every campaign leaves behind renders, proxies, versions, and temp files spread across production storage from several vendors, managed by a small engineering, media operations, and finance team.

At a glance

The marketing division of a global media company stores more than 300 million files across Pixit, Facilis, Windows SMB shares, and GB Labs accelerated NAS. Finding a dataset, checking what was aging, or clearing temp folders meant command-line searches, system properties, and emails to whichever team owned that storage.

With Diskover, the team indexed all four platforms into one metadata catalog and built a tagging system on top of it. Files carry tags for project, status, and content type, so a search for "temp folders across all active projects" or "assets untouched for a year" is a filter, and retention rules run against those tags on a schedule.

Lookups that took hours now take minutes, storage cleanup runs as a policy instead of a coordination exercise, and engineering, media, and finance work from the same view of the estate. The next step is extending the same tags to the Spectra Logic archive tier.

Facts

INDUSTRY

Media and entertainment in-house marketing and creative services division.

DATA

300+ million files: renders, proxies, versions, masters, and temp output from campaign production.

STORAGE INDEXED

Pixit, Facilis, Windows SMB shares, and GB Labs accelerated NAS, indexed in place into one catalog.

USERS

11: five engineers, four media technicians, and two finance agents, each with their own saved searches and reports.

LOCATIONS

Los Angeles.

DEPLOYMENT STAGE

Find, analyze, enrich, and orchestrate: indexing, tagging, reporting, and policy-driven cleanup are live.

WHAT'S NEXT

Spectra Logic archive comes under the same catalog, so archived assets keep their project and status tags and stay findable.

DISKOVER WORKS ACROSS

Cloud • On-prem • Hybrid • NAS • SAN • Object • Tape • Archive • Data lakes • Lakehouses • AI/BI/ML

Diskover

About Diskover

Diskover helps enterprises structure unstructured data across cloud, on-prem, and edge environments, making it easier to search, govern, optimize, and deliver file data for compliance, analytics, and AI-ready workflows.

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CUSTOMER SUCCESS STORY

Tagging has completely transformed how we manage our data. What used to take hours of manual searching and back-and-forth emails is now instant and effortless. It's a game-changer for efficiency and collaboration.

Chief Engineer
Media Giant

CHALLENGES

COMMAND LINE SEARCHES
Sizing a temp folder or locating a project's files meant "du" on Linux or system properties on Mac and Windows, one folder at a time, across hundreds of millions of files.

AGING DATA STAYED INVISIBLE
There was no view of what had been untouched for months, so retention decisions relied on memory and folder-by-folder inspection.

CLEANUP RAN ON EMAIL
Clearing temporary data meant messaging each team that owned a storage system, waiting, and following up. Cleanup happened late or not at all.

4 PLATFORMS, 4 ANSWERS
Pixit, Facilis, SMB shares, and GB Labs NAS each had their own tools, so a question about the whole estate had to be asked four times.

SOLUTIONS

ONE CATALOG, FOUR PLATFORMS
Diskover indexes all four storage systems in place into one metadata catalog, so a search or report covers the entire estate at once, with the files staying where they are.

RETENTION RUNS ON TAGS
Policies combine tags with file age and project lifecycle status. Temporary files past their limit are flagged, reviewed, and moved or removed on a schedule, with a record of every action.

TAGS REPLACE SEARCHES
Files carry tags for project, status, and content type, applied by rule on indexing or by users in the interface. "All temp folders in active projects" is now a saved filter that anyone on the team can run.

REPORTS IN THE INTERFACE
Dashboards show storage by project, file aging, and growth per platform, so engineering, media, and finance read the same numbers without drilling into folders.

1 INDEX
Metadata gets indexed on a regular schedule.
Pixit · Facilis · SMB · GB Labs

→

2 TAG
By rule on indexing, or by users in the interface.
project · status · temp · type

→

3 REPORT
Across platforms: what is temp, what is aging, what belongs to a wrapped project, by storage tier, by team.

→

4 POLICY
Select the candidates once.
temp + wrapped project + past retention limit

→

5 ACTIVATE
Schedule and clean up on repeat.
move · archive · delete

Files stay in place until a policy moves them. The catalog updates on the next scan.

OUTCOMES

FASTER DATA ACCESS
Files and folders are located instantly by tag or filter. Lookups that took hours of manual searching now take minutes.

ONE VIEW FOR THREE TEAMS
Engineering, media technicians, and finance share the same catalog and reports, which ended the back-and-forth emails about who owns what.

CLEANUP AS A POLICY
Temp data is identified and removed by rule instead of by coordination, so storage stays lean between campaigns without anyone chasing it.

TIME AND COST RETURNED
Hours of manual work per week go back to production, and the estate carries less redundant and temporary data, which slows the next storage purchase.

GET STARTED

Ready to see it on your estate?

Start with a 30-day proof of concept on your own data, and recover your investment in 3 to 6 months.

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About Diskover
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