

Innovative solution makes quick work of complex storage challenge

High-capacity rich data files are no problem for 24\7 Inteligência Digital and its Dell™ Compellent™ strategy

By Sandra Gittlen

The constant global demand for communications access and media content has meant that storage requirements for audio, images, documents and files are exploding. Solution providers must offer cost-effective, high-yield capacity for handling the volumes of content while also enabling specialized image manipulation and management.

Started in 2007, Brazil-based 24\7 Inteligência Digital (24\7id) is at the forefront of companies providing software-as-a-service (SaaS) and cloud-based solutions for handling diverse media assets – from digital images to brand and marketing content – for a range of retailers, such as Brazil-based Staples®, Walmart and Nextel.

24\7id knows that when it comes to digital-based content, security and versatility are key. As a premier SaaS provider, the company offers its customers six different solutions for managing their digital and physical media assets:

- Digital asset management (DAM) to preserve brands and determine the ROI associated with marketing
- Customized retail solutions to provide storage for catalogs, advertisement and associated media

- Brand preservation for adhering to correct trademark and Brazilian legal regulations
- Specialized digital marketing solutions
- High-level consulting for customized solutions of digital and physical asset management
 - Post-production solutions for film, photo and video

More efficient media management

To meet the media asset needs of its 136 customers in South America, Latin America, Mexico and Puerto Rico, 24\7id required flawless storage capabilities. A simple Oracle®-style database would have been insufficient for providing the level of granularity and control required for media management and manipulation.

24\7id needed a comprehensive storage solution and it approached some of the major providers for solutions, including EMC®, HP® and IBM.

Ultimately after a few missteps, 24\7id turned to Dell when its Compellent™ storage system became available in Brazil.

It was a natural choice for the company. “Dell’s professional services team understood our unique storage requirements as well as Brazil’s media laws and the regulations that we’re required to follow,” says Marco Pozam, chief project and technology officer at 24\7id.

Based on Fluid Data Architecture,™ Dell’s Compellent storage system (see sidebar) integrates and dynamically deploys storage resources, allowing the user to move data across a range of tiers on an as-needed basis. The ability to dynamically deploy storage resources and move data to the right place at the right time means increased versatility and storage scaling that’s crucial for vast amounts of media and image content.

Within three months of installation, the Dell Compellent system was meeting all of 24\7id’s storage needs. Pozam considers Dell’s ability to provide end-to-end coverage critical to the company’s success. He sees Dell as not only a supplier of technology for 24\7id, but also a partner. According to Pozam, “We are completely supported by Dell, from servers and storage to software and networking.” 24\7id is also the first customer in Brazil to rely solely on Dell’s Compellent storage system.

24\7id’s path forward: Olympics and beyond

As host of the Summer Olympics in 2016 and the World Cup in 2014, Brazil will require fast online media access for millions of users. The Brazilian Football Confederation (CBF), similar to the NFL in the U.S., will play a key role in the marketing and dissemination of memorabilia and images related to both events.

Based on previous relationships with CBF, 24\7id sees an opportunity to capitalize on its role as a media management powerhouse. The company plans to license and store an array of images, video and audio related to both events on its site. 24\7id considers its Dell-based data center, especially the Compellent storage with its Fluid Data Architecture, as key components for providing unlimited access to users.

Pozam also sees the company’s reliance on Dell Compellent to be a critical factor as 24\7id expands its global reach. With plans to capture markets in Europe, the U.S. and Canada, 24\7id is relying on its record of recent achievements. In addition to Dell, the company has strategic partnerships with Getty Images Latin America and Adobe®, both of which will help extend 24\7id’s reach deeper into international markets. The company believes it has the speed, agility and security necessary to succeed on a global scale. As the company grows, it plans to expand its use of Dell’s Compellent storage to offer the kinds of media-based services for which companies and users are searching.

Gittlen is a freelance business and technology writer in the Greater Boston area.



Fluid Data Architecture:™ Managing data, not simply storing it

Dell’s acquisition of Compellent storage earlier this year was directed at fulfilling a specific customer need for solutions that addressed not only how data is stored, but also how it is managed.

Increasingly, customers are looking for storage solutions that meet an array of requirements. Standard one-point solutions can quickly result in a hodgepodge of technologies that address only certain stages of the storage process: primary, secondary, backup and archival.

Exclusive or highly specific storage solutions don’t allow for the ability to perform certain storage activities at different times. For example, it might be more efficient and cost-effective for a company to deduplicate data early in its life and maintain that data over time instead of deduplicating it once before archiving. This is just one of the ways that storage flexibility can help IT accomplish very different goals than current standard solutions allow. And in the process, companies can achieve efficiency, cost-savings and capital investment reduction.

Dell Compellent first introduced the term “fluid data” to define how data is structured: namely, dynamic and constantly evolving. Compellent’s Fluid Data storage capabilities offer a responsive, granular and automated approach to storing data. It dynamically moves data blocks to optimum tiers based on usage.

The single-platform SAN comprises storage virtualization, thin provisioning and automated tier storage. It includes a combination of fibre channel, SSD, SATA and SAS drives, and the Storage Center Core software, and enables customers to select the best architecture to fit their company’s specific storage needs.

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