



Background

With 15 years of network promotion experience, Fresh Cut Creative, located in Seal Beach, CA, provides creative work for their clients. Some of these work include creating promotions or trailers for TV shows. Equipped with a deep understanding of the needs of their clients and a propensity of working on "ASAP" deadlines, Fresh Cut Creative always produces great work for their clients.

result, the work spent on creating the promos is lost. In order to meet deadlines, the contents of the hard drives are not backed up. Without a backup, recreating the contents of the hard drives becomes impossible.

Fresh Cut Creative was looking for a solution that would allow them to search the contents of the hard drives from their clients efficiently as well as have the ability to make a backup of the hard drives prior to getting delivered.

Workflow Challenge

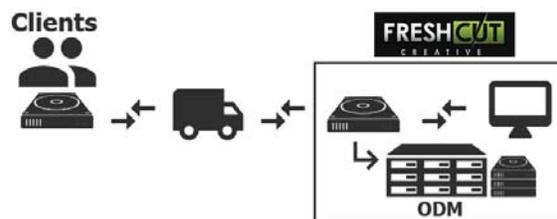


The clients of Fresh Cut Creative send them contents via hard drives, usually shipped by Fedex or UPS. Because of the short and strict deadlines of certain projects, the editors edit directly on the hard drives from their MAC workstations. Once a project is completed, the hard drive associated with that project is shipped back to the client.

The Solution

After researching several solutions and doing their due diligence, Fresh Cut Creative selected the Offline Drive Manager (ODM) solution from Apace. The solution consisted of a half-populated 3U storage chassis with eight open hard drive slots. The open hard drive slots were allocated for ODM. ODM indexes any hard drive inserted in these allocated slots, making the hard drive searchable even when the hard drive is not in the system. It supports hard drives formatted from either a MAC or Windows workstation.

Due to the time constraints, the contents of the hard drives cannot go through the production workflow Fresh Cut Creatives. An essential stage of the workflow is to backup up the contents of the hard drives to a RAID-protected, shared storage. In some instances, hard drives that are sent for deliveries either get lost or damaged from shipping. As a



Another key feature of ODM that Fresh Cut likes is the ability to copy the contents of one hard drive to another hard drive quickly. This feature allows Fresh Cut Creative to create backups of outgoing hard drives. Not only do they have data redundancy but also peace of mind, knowing they can recreate the contents of any hard drives in route for delivery. Should a hard drive gets lost or damaged during the shipment, Fresh Cut Creative can easily recreate the contents of that hard drive with the click of a button, a task that was impossible before.

The ODM solution drastically improved efficiency and increased productivity at Fresh Cut Creative. It cut the time editors spent redoing creative work on projects from lost or damaged hard drives because of shipping issues. Since Fresh Cut Creative had backups of the hard drives from their clients, the editors can easily make modifications to projects should the need arise. ODM eliminated the need of shipping the hard drives back and forth. Additionally, the ODM solution provided protection against ransomware and viruses by allowing hard drives to be removed from the system and put on the shelf, an often overlooked value.

