



Complete peace of mind for millions of files

As part of its 'Hub and Spoke' data center model, BASE Media Cloud uses Data Expedition, Inc.'s SyncDat™ for their customer's "lights out" disaster recovery

"What was unique about Data Expedition was the ability to do true large-scale batch syncing. We had a customer with over one million files to sync from their post facility to our cloud platform with a very short time window. The way the sync-to-architecture is designed, SyncDat could do it really fast and for a good, predictable price per month."
— Ben Foakes, Managing Director and Founder, BASE Media Cloud

Overview

BASE Media Cloud, with a background in media post-production, opened its doors in 2015 to help digital media companies move their applications and storage workflows into the cloud. Their business model – a 'Hub and Spoke' data center with centralized storage and connections to multiple public cloud infrastructure and Software-as-a-Service providers – lets them build ready-made cloud solutions for their customers who would rather not take the time to manage their data in the cloud themselves. For larger customers, BASE provides cloud consulting and serves as a private cloud system integrator.

The company is based in London with a rapidly growing list of customers, predominately in the UK, but also global users in the US, Asia, Australia, and Europe, who take advantage of BASE's fully-managed cloud media solutions. According to Founder and Managing Director Ben Foakes, BASE is a vendor neutral, one-stop-shop for anything their customers need.

Challenge

Every customer of BASE Media Cloud has its own set of requirements which is why the company's service fills an important niche. An auto racing customer, for example, needed a custom distribution service of their sport's video content to 120 broadcasters across the globe; a producer of hundreds of YouTube channels needed a system for reliable data back-up, archive, transcoding and recovery.

Green Rock, a London-based company that plans, creates, crafts, and delivers content for digital, social, and broadcast channels, is a long-standing BASE customer who went to them for a unique back-up solution that would protect them from having their critical media assets locked down and encrypted by ransomware – something that could cripple their business.

Solution

BASE Media Cloud learned about Data Expedition, Inc.[®] (DEI[®]) through their own market research, product testing, and a solid recommendation from partner Oracle. They quickly discovered DEI's SyncDat™ software could perfectly meet Green Rock's requirements – sync more than one million files for nightly “lights out” disaster recovery, as Ben described it. He explained it wasn't because of better transfer speed so much as the fast and efficient way SyncDat scans and syncs very large volumes of data – just what Green Rock needed for its midnight back-up. BASE Media Cloud has further developed the full managed service around the SyncDat application, which incorporates automated backup scheduling and automated storage capacity and syncing notifications, without the client needing to do any manual work whatsoever.

Green Rock has diversified from being a purely post facility to an end-to-end content production business, so it's crucial that they have the security as well as flexible capacity for data storage for their growing slate of projects. Having the assurance of disaster recovery also now allows them to focus on the high-quality creative work that feeds their business, without the worry of losing media, managing infrastructure, or dealing with building out their own off-site disaster recovery systems.

“We partnered with BASE Media Cloud to provide a one-stop shop for our disaster recovery storage and large media file syncing,” said Simon Green, Green Rock's Owner and Managing Director. “Together with BASE and Data Expedition, we have securely synced over one million files from our London facility to the BASE Media Cloud platform and now have a fully automated service that means we are always online. We've heard nightmare stories about other post houses having ransomware attacks, hardware failures, and even accidental deletion of content, so by adding cloud data recovery to our workflows, we now have complete peace of mind.”

About Data Expedition, Inc.

Data Expedition, Inc.®(DEI®) is the creator of the world's only data transport software that instantly adapts to fully utilize any network path, maximizing the throughput of existing network infrastructure. Since 2000, DEI has provided data transport solutions to the world's largest companies across nearly every continent and industry. The company's patented MTP™/IP technology uses unique flow-control and error recovery algorithms to achieve high-network efficiency across all IP networks. Companies using DEI's solutions can automatically transport data as fast as the underlying infrastructure will allow without human intervention at a fraction of the cost of other solutions. For more information or to download a FREE trial of ExpeDat for the cloud, please visit www.DataExpedition.com. Follow us on [Twitter](#) and [LinkedIn](#).

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