

How Panzura Freedom Single Site NAS & Freedom Archive Gives Melbourne Football Club Peace of Mind

Meet the Melbourne Football Club (MFC) — an elite sporting organization with both men's and women's football teams in Australia. As a people-oriented organization, the company strives to create an environment where their teams can be the best that they can be, both on and off the field. In order to do this, they employed Panzura Freedom Single Site NAS and Freedom Archive, which provided enterprise storage, data intelligence, and fast data access, and the peace of mind that the company's data is in good hands.

THE CHALLENGE: Provide uninterrupted, rapid access to large video recordings

Today, IT budgets are under a lot of pressure with the exponential growth of machine-generated data, as was the case with MFC. Their league regularly produces 200+ hours of high-definition video per week as a result of the 20-30 games shot. Additionally, the files can't be compressed because doing so disturbs the video quality.

MFC also requires a few database applications, including data warehousing for GPS and statistic information, an Athlete Management System (AMS), and a CRM for managing customers and members. However, due to a lack of enterprise budget and a highly competitive environment that is subject to league-imposed salary and spending caps, all expenditures are highly scrutinized. Because of this, the club looked into cheap, inefficient solutions out of desperation, which imposed stress on MFC's IT department because their data security and access could be compromised in a sub-par environment. If a data restore was ever needed, there was no guarantee that it would work. Eventually, it got to the point where the IT team itself couldn't tackle the problem at hand.

SOLUTION: Panzura Single Site NAS and Freedom Archive

In order to overcome these challenges, MFC knew they needed a solution that could handle the replication to cloud storage, be fast enough to allow for big transfers of their video packages, work effectively with Apple iMacs and MacBook Pros over Server Message Block (SMB) protocols, and enable snapshots of files in the cloud. Working with their technology partner CSG, they discovered Panzura Single Site NAS and Freedom Archive.

Melbourne Football Club nicknamed the Demons, is a professional Australian rules football club, playing in the Australian Football League. Melbourne is the world's oldest professional club of any football code and their origins can be traced to an 1858.

Industry: Sports

Employees: <200

Customer Since: 2018

Cloud: Microsoft Azure

Partners: Microsoft

Panzura Product: Freedom NAS & Freedom Archive

Pain Points: MFC had multiple concerns starting with the lack of an enterprise level budget, a large volume of high definition videos that couldn't be compressed, data security and the uncertainty that they could restore lost data.

Panzura Solution: Allowed for fast cloud replication for large video files and a compatible cloud and hardware platform.

www.melbournefc.com.au





“The major benefits are silent – when IT is humming, people generally don’t mention it. Customer satisfaction in our football department is up!”

Jimmie Martin, IT Manager, Melbourne Football Club

BENEFITS: Simplify data backup, consolidate to cloud and save time

Single Site NAS and Freedom Archive have provided MFC with a compatible hardware and cloud platform. Since Panzura has been integrated into MFC’s system, there has been a drastic reduction in support requirements, which has saved MFC Support Staff of MFC IT Department a wealth of time. With Panzura, MFC is able to consolidate and centralize their unstructured data in the cloud, while keeping active data cached and close to users. Previously, the MFC team was never sure if their data was truly backed up and secured, and they struggled with how to manage their backups. Now, MFC enjoys a cloud model that is simpler, faster, and less expensive than deploying their old primary, backup, and archive storage. MFC also has limitless snapshot options with block-level replication, a critical advancement when dealing with the company’s large video files. They are able to store all the snapshots the company needs in the cloud without impacting performance, and they can quickly restore from a full-file system down to an individual file level.

In short, Panzura Single Site NAS and Freedom Archive provide MFC with greater peace of mind knowing that they have an enterprise-grade solution in place. With the ability to eliminate backup and archive, as well as manage large data sets on a platform that is compatible with all types of hardware, MFC’s IT department can sleep soundly.

[Discover how Panzura](#) can benefit your enterprise and help you manage your data with ease.



Panzura, Inc. | 695 Campbell Technology Pkwy #225, Campbell, CA, USA | 855-PANZURA | www.panzura.com

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