

Scalable, Low-Cost Cloud Storage Powers Lacrosse League's Growth

Wasabi Hot Cloud Storage helped the Premier Lacrosse League secure and optimize growing volumes of media content and create efficiencies with remote data access.

Overview

The Premier Lacrosse League (PLL) is a professional lacrosse league with teams that travel across the U.S., playing matches, gaining fans, and energizing the sport's growing popularity. When the PLL faced challenges with slow, unreliable media access and storage, their media services team at CHESA delivered Wasabi as a cloud storage solution for both easy remote access to data, as well as a scalable, cost-effective solution for secure backup and archiving.

Challenges

Before Wasabi, the PLL used a local server for media storage and backup, which was slow, unreliable, and difficult to access remotely. The league needed a more efficient, scalable solution to store and access expanding content.

- **Slow and unreliable access** – Editors could only access media assets on-site—and even then, access was slow and often lagged.
- **Increased risk of losing content** – With everything from game footage and documentary content to archive content on local servers, the infrastructure posed a risk for data loss in the event of a cyberattack or system failure.
- **Cost Effectiveness** – PLL needed an affordable, yet reliable, cloud solution that would scale as the league continues to grow.



USE CASE:

- Backup & Recovery
- Cloud Tiering
- Media Workflows

INDUSTRY:

- Media & Entertainment

SOLUTION:

- Wasabi Hot Cloud Storage
- iconik
- CHESA



Being able to securely back up all our content without worrying about storage limitations or costs has been a game changer for us.

– Taylor Wasserman,
Lead Media Asset Manager, Premier
Lacrosse League

Solution

With Wasabi Hot Cloud Storage, the PLL has a reliable, cost-effective cloud storage solution that integrates seamlessly with their Iconik media management platform. The league could now retain a copy of their data in the cloud, which also provided a reliable, secure way to access footage remotely when on the road. Wasabi gave the PLL everything it needed to efficiently scale storage and enhance media workflows.

Key features:

- **Backup and recovery** – The Wasabi cloud provides a secure, off-site backup of all media content.
- **Cloud tiering and archiving** – PLL can archive older footage to free up local storage while still enabling easy access if needed.
- **Media workflows** – Integration with Iconik allowed quick, easy remote access to media, empowering efficient collaboration from anywhere.

Results

Wasabi Hot Cloud Storage enabled media workflow solutions provider CHESA and the PLL to streamline media management and improve collaboration, accommodate increasing data volumes, and establish a secure, reliable backup—all while keeping costs predictable and within budget.

Key Outcomes:

- **Faster media access** – The PLL has faster (and remote) access to footage, improving on-the-go editing and collaboration for their growing league.
- **Enhanced cyber resilience** – Wasabi provided a dependable and scalable backup solution for all media content, giving peace of mind and added protection against ransomware and cyber attacks.
- **Cost savings** – Our affordable and highly-performant cloud storage with no egress fees allows the PLL to store massive amounts of content while keeping costs manageable.

The PLL plans to continue expanding their use of Wasabi to support the league's growth alongside their expanding media content library.



Wasabi made it possible for us to access media on the go, which is crucial for our remote editing team and makes working from anywhere seamless.

– Taylor Wasserman,
Lead Media Asset Manager, Premier
Lacrosse League



Wasabi's remote access capability has improved our workflows significantly, allowing us to collaborate across the country no matter where we are.

– Matt Hennelly,
Content Creator Editor, Premier
Lacrosse League



Wasabi's affordable pricing allowed us to scale without sacrificing performance. It's exactly what we needed to support our league's growth.

– Taylor Wasserman,
Lead Media Asset Manager, Premier
Lacrosse League