

Media Workflows in the Cloud is Ultimate End Game for Liverpool Football Club

“Cloud object storage is perfect for large media files, and, frankly, nobody does cloud object storage like Wasabi. It’s all they do, and they’re brilliant at it.”

-Drew Crisp, LFC Senior Vice President of Digital

Centralizing their content in the Wasabi cloud, LFC finds a simple, cost-effective solution for removing data silos and enabling streamlined, collaborative media workflows.

Liverpool Football Club (LFC) is easily one of the biggest global brands in and out of sports, with 1.12 billion followers worldwide. What’s not so easy is managing the integrated digital estate needed to continuously feed fresh content to this massive audience. That task rests with LFC senior vice president of digital, Drew Crisp, whose team is responsible for creating, storing, and distributing a wide variety of digital media assets, building all of the digital products that serve these assets, and running all of the marketing for the club and its partners. To put their scope of work in perspective, Drew’s digital media team runs its own 24/7 TV channel, as well as an OTT platform. They create all the media assets for live games, the club’s websites, fan-facing applications, 15 social channels, plus the entire tech stack and infrastructure to make it all happen.

Key drivers for migrating to the cloud

In the early days of the pandemic, Drew and his team quickly moved their operations to a hybrid-cloud model to enable their content creators and editors to work from home. However, remote work was merely an accelerator for what Drew deems as inevitable to ensure future innovation, flexibility, and scalability: a complete migration to cloud-based services.

LFC’s on-prem infrastructure is a traditional SAN and NAS setup. “We’re talking a full rack of 24 spinning disks, which is not only energy-intensive but takes up a lot of physical space,” said Drew. “It also comes with expensive CapEx investments every three-to-five years and a lot of technical overhead dealing with disk failures and rebuilding or replacing the RAID.”

CUSTOMER



INDUSTRY

Media & Entertainment

USE CASES

Active archive, hybrid cloud storage

CHALLENGES

Overcoming content silos, on-premises storage management, and uncontrollable data growth

SOLUTION

Wasabi Hot Cloud Storage

RESULTS

Reduced burden on local storage devices, increased security with regular backups, and the creation of a centralized content repository

Preserving his technical operations team's time was key to Drew's decision-making. "By moving to the cloud, we're making those types of upgrades and management someone else's problem. With a managed service approach, we only have to worry about the workflows and the content that we are creating, rather than the infrastructure and all the tech headaches that come with it."

Today, LFC backs up all of its digital media assets to the cloud, where it's not only providing protection from data loss, but acting as a central repository. Their cloud of choice is Wasabi, which is now the Official Cloud Storage Partner of Liverpool Football Club. "The second anything gets ingested into our building, it is replicated onto the Wasabi active archive. This makes it instantly accessible by anyone on our team, whether they are on-premises or off," said Drew. Next steps will be integrating their existing Iconik media management system, which currently provides external access to their on-premises archives.

But that's only the beginning. Drew sees cloud storage as the foundation on which to build future innovation. "There are many different media workflow vendors out there that interoperate with Wasabi. Lucid Link, Adobe, Telstra – each of them offers different tools and capabilities that we can layer on top, sort of like building a pizza. That's why it's important to get the foundation—the crust, if you will—just right. And that foundation is cloud storage."

Why Wasabi cloud object storage?

"Cloud object storage is perfect for large media files, and, frankly, nobody does cloud object storage like Wasabi. It's all they do, and they're brilliant at it," said Drew. "Wasabi gives us the capacity, the scalability, and the speed we need—and they do it cheaper than anyone else."

Drew will tell you that not having to pay egress fees for accessing their content was, "without question," one of the main cost benefits of working with Wasabi. "We have hours and hours of content being ingested daily, and more content being played out from our drives," explained Drew. "We did some calculations with more traditional cloud storage models and the results were eye-watering!"

Not having to worry about egress charges meant more than just lower costs. It meant more accurate budget planning. "Yes, Wasabi is significantly less expensive than others in the market, but it's the price predictability that enables us to wrap our head around total cost of ownership that is most appealing. With Wasabi's singular focus on cloud storage expertise, and how easily it integrates with our other cloud solutions and on-premises hardware, it means we can work smartly without having to understand what the technology is doing in the background. This enables us to focus our conversations and pull in best-of-breed partners at the right time and right place."

What's next for LFC?

With a solid cloud storage strategy in place, LFC can now work with the platform in any number of other areas where they have constrained or challenging business processes—be that in post-production, their editing suite, or for real-time streaming on their TV platform. "We'll be looking at opportunities for centralizing other broader estate backup of critical business systems to Wasabi. But the immediate opportunity is all about optimizing asset management," said Drew.

ABOUT WASABI

Wasabi provides simple and affordable hot cloud storage for businesses all over the world. It enables organizations to store and instantly access an unlimited amount of data with no complex tiers or egress or API fees, delivering predictable costs that save money and industry leading security and performance businesses can count on. Trusted by tens of thousands of customers worldwide, Wasabi has been recognized as one of technology's fastest-growing and most visionary companies. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi is a privately held company based in Boston. Wasabi is a Proud Partner of the Boston Red Sox, and the Official Cloud Storage Partner of Liverpool Football Club and the Boston Bruins.

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