



## So Long Videotape: Wells Fargo Banks on Digital Archiving

Like most corporate creative services groups, the San Francisco team at Wells Fargo creates content digitally, but until recently still relied on videotape to preserve content long-term. After putting up with manual archive searches, re-digitizing content and a rapidly filling video storage room, they knew it was time to implement a fully digital workflow. To make this final step, they rolled out Apple Final Cut Server for asset management and turned to Atempo for digital archiving and data protection.

### About Wells Fargo

Wells Fargo & Company is a nationwide, diversified, community-based financial services company with \$1.3 trillion in assets. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, insurance, investments, mortgage and consumer and commercial finance through more than 9,000 stores, 12,000 ATMs, the Internet and other distribution channels across North America and internationally. With approximately 280,000 team members, Wells Fargo serves one in three households in America.

### Key Solution Requirements

- **Seamless integration** with Apple Final Cut Server
- **Open archive file formats** so content is not locked into a proprietary solution
- **Support for existing workflow:** Apple Xsan, Promise VTrak and Tandberg T40 tape libraries

### Infrastructure Snapshot

- **Primary storage:** Apple Xsan running on XRAID, Promise VTrak
- **Digital archive:** Two Tandberg T40 tape libraries
- **Software:** Apple OS X, Apple Final Cut Server, Apple Final Cut Pro
- **Storage capacity:** 32 TB

### The Challenge

At Wells Fargo, creating and managing rich media content used for internal communications—training, meeting and conference support, human resources and corporate communications—had become increasingly painful for the San Francisco-based creative services team of this Fortune 50 corporation.

Their existing partially file-based workflow was costly to operate and labor-intensive. Completed projects had to be cataloged manually before being written to videotape for archiving, and when archived content was needed again, the process of locating, retrieving and re-digitizing content wasted valuable IT staff resources. At the same time, the physical space required to store videotapes was straining their facility's capacity. Finally, they were dissatisfied with their backup software, which had proven to be unreliable.

To support their new fully digital workflow, Wells Fargo needed data management solutions that would help them produce, manage, store, and back up and archive media files easily and efficiently.

### Story at a Glance

#### Challenges

- Heavier project workload demanded greater user productivity and strained primary and archive storage space.

#### Solution

- Atempo Digital Archive organizes content for ease of reuse, reduces primary storage required, and preserves content long-term.
- Atempo Time Navigator protects media files against disasters and human error.

#### Results

- Now producing twice the number of projects without additional headcount.
- Videotape room repurposed as studio space in addition to archive space.
- Content protected from disasters and human errors with proven success.

*"Atempo products are crucial components of our new fully digital workflow. Atempo Digital Archive optimizes storage and simplifies reuse, while Atempo Time Navigator protects against data loss. This new workflow has improved operations so that we're completing twice as many projects with the same creative team."*

*-John E. Thompson,  
San Francisco Operations Manager,  
Creative Services, Wells Fargo*

## The Solution

To create their fully digital workflow, the Wells Fargo team upgraded several technologies. For their edit stations, they replaced the DAS storage with a shared Xsan. For their archive, they replaced videotapes with an LTO digital tape library and to track assets they rolled out Apple Final Cut Server. For each of these technology upgrades, Atempo products were brought in to protect, manage and preserve the data.

In the new workflow, raw footage is uploaded from the cameras' capture media to the Xsan and then is ingested into Final Cut Server. Every night, the entire Xsan system and Final Cut Server catalog is backed up by Atempo Time Navigator. Backing up raw footage immediately allows the team to safely clear the capture media and reuse it the next day. Atempo Time Navigator also protects works in progress on the editing stations. When editors accidentally delete a file, or need to roll back to a previous version, Atempo Time Navigator's self-service user interface allows them to restore files without IT staff assistance.

When a project is complete, it's archived through the Final Cut Server interface, which sends a request to Atempo Digital Archive to archive the project's files to an LTO-based Tandberg tape library. When content from that project is needed again, editors can view, search and retrieve the files through the Final Cut Server interface.

The team also uses the Atempo Digital Archive user interface to archive and retrieve directly. "Once, with a deadline pressing, Atempo Digital Archive saved us when Final Cut Server was down," explained John E. Thompson, San Francisco operations

manager. "Plus, at conferences we produce lots of footage that may not be used in the near term. We can use the Atempo Digital Archive interface to pull files directly into the archive without ingesting into Final Cut Server. This shortens the ingest process, yet ensures the footage will be available if and when it's needed."

## The Results

With Atempo products supporting their new workflow, the Wells Fargo Creative Services team reports increased productivity, better use of physical space and overall, an easier and more reliable approach to managing digital media and storage.

**Improved productivity and decreased capital costs.** In recent years, the number of ongoing projects the group manages has doubled, without an increase in headcount. They also eliminated the need to buy extra hardware because of the shared tape library and management server capabilities.

**Improved space efficiency.** By using more compact LTO tapes for their archive, the team was able to repurpose parts of the video storage room for other uses: a shooting studio, control room and a server room. "We were able to take the space required by our traditional videotape archive and compress into a room that was one third the size," Thompson revealed. "If we'd stayed with Betacam, we would have had to find extra studio space, which is very costly in downtown San Francisco."

**Open standards for the future.** Wells Fargo didn't want a solution that locked them into a proprietary file format, file system or hardware platform. Atempo's commitment to open standards like TAR was important to Thompson. "I don't know what changes may have to be made in the future, so being

locked into a particular file format would have been scary. The very nature of an archive is that files are available long into the future, and Atempo's support for open standards gives us the long term flexibility we need."

**Strengthened file retention and availability.** With reliable backups and secure archivals, Wells Fargo can ensure that valuable assets are always accessible. When an entire 1 TB directory was accidentally deleted, the company used Atempo Time Navigator to quickly restore the directory without losing any files.

*"Now, backing up, archiving, retrieving and repurposing media content is faster, easier and more efficient. We're able to do a lot more with the same number of people. There's no way we could have accommodated this growth without our digital workflow and Atempo."*

*-John E. Thompson,  
San Francisco Operations Manager,  
Creative Services, Wells Fargo*

## Atempo

### About Atempo

Atempo enables organizations to preserve and protect digital information simply and effectively, across any infrastructure, on any platform, over long periods of time. Atempo's comprehensive archiving solutions deliver policy-based and workflow-driven management of rich media files, e-mail and other high-value digital assets to maximize the efficiency and performance of storage systems and reduce long-term storage costs. Atempo serves thousands of customers around the world through a sales and support network of over 200 resellers and partners.

[Learn more at www.atempo.com](http://www.atempo.com)