



Barrett-Jackson combines benefits of tape and flash to protect business critical video assets

HPE StoreEver Tape solution helps Barrett-Jackson save time and money and reduce risk

Objective

Implement a reliable, high-performance and scalable active archiving system to protect valuable assets and aid marketing

Approach

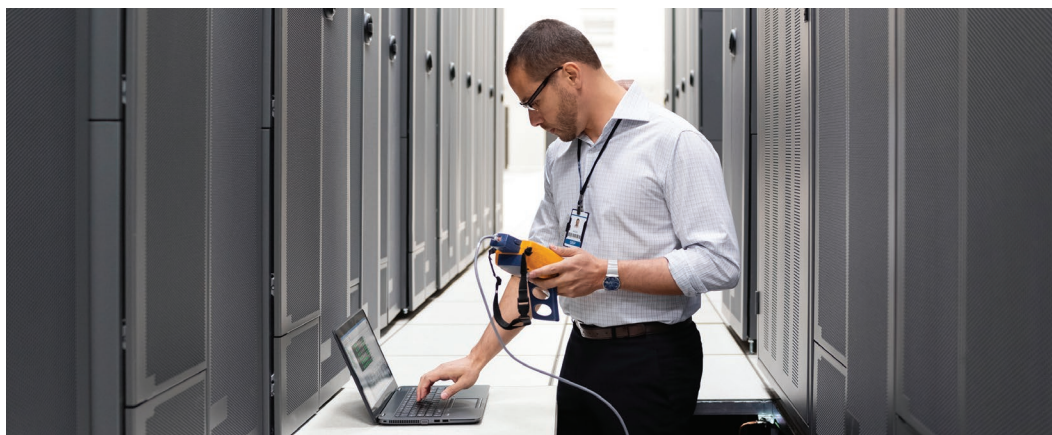
Consulted three major archival storage specialists after defining key business requirements

IT Matters

- Provides a reliable, high-performance archiving system, safeguarding valuable assets
- Automates archival storage processes seamlessly, protecting large volumes of video footage
- Offers a comprehensive on-the-road storage infrastructure with real-time access to data, supporting the sales process
- Features Tape-as-NAS software, allowing live access to video from tape
- Delivers a robust data replication capability between auction sites and headquarters, protecting mission-critical data

Business Matters

- Offers a cost-effective alternative to SAN technology, reducing costs by 86 percent per terabyte
- Safeguards the car sales process and supporting marketing activities
- Creates a readily scalable infrastructure, supporting rapid data growth and the business for the foreseeable future



Barrett-Jackson Auction Company, a major collector car auction house, deploys an HPE StoreEver Tape solution to access, preserve and re-use video content from its car auctions. The solution comprises an HPE StoreEver MSL6480 Tape Library with LTO-6 Tape Drives and Tape-as-NAS software which integrates seamlessly with Barrett-Jackson's CatDV media asset management system.

Challenge

Growing collector car market

Selling collector cars is big business all over the world and annual sales of sought-after vehicles in US public auctions recently passed \$1 billion. The collector car market has increased by 270 percent in the last decade¹. Moreover, the average price of an automobile at auction has risen from \$33,000 to \$61,000 and the number of vehicles sold has increased from 8,600 to 19,600 over the same period. The most expensive price for a publicly auctioned vehicle in the USA stands at \$52 million when a customer purchased a 1963 Ferrari 250 GTO.

Big business, however, is fraught with challenges when conducting a live auction with thousands of bidders and customers in the auction arena.

¹ Hagerty Insurance 2014.

“A combination of a competitively priced HPE StoreEver MSL6480 Tape Library with LTO-6 Tape Drives, robust HPE 3PAR StoreServ flash technology with no mechanical limitations or latency issues, and technical support at multiple locations made the HPE solution especially attractive.”

— Tim Heit, IT project manager, Barrett-Jackson Auction Company LLC

The World's Greatest Collector Car Auctions®

Established in 1971 and based in Scottsdale, Arizona, Barrett-Jackson Auction Company LLC provides products and services to astute classic and collector car owners and automotive enthusiasts worldwide. As a leader in collector car auctions and automotive lifestyle events, the company offers a diverse and desirable inventory, accompanied with trustworthy and transparent customer service. Barrett-Jackson produces The World's Greatest Collector Car Auctions® in Scottsdale, Arizona, Palm Beach, Florida, Mohegan Sun, Connecticut, and Las Vegas, Nevada, where hundreds of the most sought-after, unique and valuable automobiles cross the block in front of a global audience. The Discovery Channel and Velocity broadcasts the auctions. The company recently set several records, with nearly 350,000 spectators in attendance at the 2015 Scottsdale event, sales of over \$130 million, and a top sale of a 1966 Shelby Cobra Super Snake for \$5.5 million.

This is one reason why Barrett-Jackson Auction Company LLC, a major US collector car auction house, which hosts The World's Greatest Collector Car Auctions® records auction activities on video, retaining the footage for numerous purposes.

“We faced three main challenges,” explains Tim Heit, IT project manager, Barrett-Jackson Auction Company LLC. “Firstly, we’ve over 18 years of recently digitized high-definition footage from car auctions which we need to store reliably and efficiently. Secondly, our storage capacity and management demands are growing rapidly, driven predominantly by four televised auctions a year, the move to digital file-based workflows and the need for higher resolution formats. Finally, we had to transport an appropriate storage device between our data center and the auction sites.

“With each auction generating approximately eight terabytes of video content, we required a highly scalable, seamless and cost-effective storage solution. It had to provide long-term protection of our valuable digital video assets while still allowing rapid access of content from the archive for re-use,” continues Heit. “We use content to compile special promotional material such as, for example, footage showing all our classic pre-war automobiles or all our 69 Chevrolet Camaros sales.”

Problematic outdated SAN

Barrett-Jackson traditionally employed a NetApp Storage Area Network (SAN) to archive business-critical data including video recordings of the auctions. When the NetApp SAN hardware reached end-of-life and started to become problematic, the company sought a replacement solution.

The organization wanted to replicate two storage arrays; one travels to auctions in a semi-truck to archive video while the other remains at the Scottsdale, Arizona data center. When an event finishes, the portable hardware returns to the headquarters and IT staff replicate the auction content to the storage infrastructure.

Barrett-Jackson approached three leading storage specialists for advice including Hewlett Packard Enterprise (HPE), which had already supplied the business with servers, network switches and wireless technology for several years. During the pre-sales period, Barrett-Jackson visited HPE Discover in Las Vegas and became interested in HPE 3PAR StoreServ Storage.

“After we’d upgraded our network backbone to 10 Gigabytes, the next move involved deploying suitable storage solutions,” says Heit. “Initially, HPE 3PAR StoreServ Storage seemed a good viable option but, as we increasingly liaised with HPE specialists, HPE StoreEver Tape-as-NAS storage technology also became of interest.”

Case study

Barrett-Jackson
Auction Company

Industry

Automotive sales



Solution

Competitively priced Tape-as-NAS solution

HPE initially proposed the use of two HPE 3PAR StoreServ 7200 arrays with a 200 TB capacity model. A competitor immediately countered with a less expensive, non-enterprise solution that accommodated the video content on one of the old NetApp devices.

After some lateral thinking, HPE responded with a novel and more cost-effective solution; shift all video data to a 200 TB HPE StoreEver MSL6480 Tape-as-NAS library. The solution comprises an HPE StoreEver MSL6480 Tape Library with LTO-6 Tape Drives and Tape-as-NAS software which integrates seamlessly with Barrett-Jackson's CatDV media asset management system.

The Tape-as-NAS software virtualizes the MSL6480 tape library, presenting it as a standard "network share" or "mount point" using CIFS/NFS through a disk cache front-end. This allows Barrett-Jackson to store, search, access and retrieve video files on low cost tape storage, via a disk cache, without the need to manage individual pieces of tape media.

Digital assets can be moved or migrated, using CIFS or NFS, to the Tape-as-NAS server and stored to one or multiple tape media/drives in the MSL6480 tape library. Most recently accessed or written assets are cached on disk. Video files remain on disk cache until the cache is full, at that time the oldest files are reduced to metadata only.

File searches continue to see all files archived and only when a read request is received are files moved back from tape to disk cache and on to the user.

The HPE StoreEver MSL6480 Tape Library delivers industry-leading scalability, performance and density. The modular MSL6480 system scales vertically from 80 to 560 cartridge slots and from one to 42 HPE LTO-6 Tape Drives, storing up to 3.5 PB at speeds up to 60.4 TB in a single rack. The MSL6480 industry leading storage density enables up to 81 TB of storage per 1U of rack space.

"A combination of a competitively priced HPE StoreEver MSL6480 Tape Library with LTO-6 Tape Drives, robust HPE 3PAR StoreServ flash technology with no mechanical limitations or latency issues, and technical support at multiple locations made the HPE solution especially attractive," comments Heit.

Benefits

High-performance archiving

After deploying the HPE storage solutions, Barrett-Jackson has a comprehensive on-the-road storage infrastructure with real-time access to data to support the sales process. The company also has a reliable, high-performance archiving capability for protecting valuable assets.

Case study

Barrett-Jackson
Auction Company

Industry

Automotive sales

Customer at a glance

Application

Video storage

Archive

Disaster recovery

Hardware

- 1 x HPE StoreEver MSL6480 Tape Library
- 1 x HPE StoreEver LTO-6 Tape Drives
- 1 x HPE 3PAR StoreServ 7200 2-node Storage Base all-flash version
- 1 x HPE 3PAR StoreServ 7200 2-node Storage Base hybrid version
- 1 x HPE ProLiant DL380 G9 Server

Software

- Tape-as-NAS software
- HPE Command View for Tape Libraries
- HPE StoreEver TapeAssure
- HPE 3PAR Peer Persistence
- HPE 3PAR Remote Copy
- HPE 3PAR Replication Suite

HPE services

- HPE Proactive Care 24/7 with four-hour response

The HPE StoreEver MSL6480 Tape Library seamlessly automates long-term archival storage processes, protecting hundreds of terabytes of video content. HPE StoreEver Tape-as-NAS allows Barrett-Jackson to combine the performance benefits of disk with the economic and long-term retention benefits of tape.

With the new HPE storage solution, Barrett-Jackson effectively migrates all services to an auction site, stores the video content of each car sale and ships the data back to headquarters for replication.

“Auction video only resides on the flash array while we’re at an auction and on-the-road returning to the data center,” adds Heit. “When we’re back there, we free up the more expensive flash storage by moving the video content to the more cost effective HPE StoreEver MSL6480 Tape-as-NAS solution. Shifting content to tape from a flash array lowers storage costs from \$2 to one cent per Gigabyte, a 200-fold reduction.”

Scales for the future

The HPE storage technologies also provide the car auction organization with a readily scalable infrastructure to support future business activities and the irrepressible growth of data volumes. There are financial benefits too. HPE StoreEver technology offers an economical alternative to SAN technology, reducing costs by up to 86 percent per terabyte and lowering Total Cost of Ownership.

“With the volume of video footage set to rise remorselessly, we now have a very efficient archiving tier to support the business. Our video editors each have a good sized cache to store video and they like the editing capability of Tape-as-NAS. It’s all about balancing our needs with cost and optimizing that balance,” concludes Heit.

Learn more at
hpe.com/go/storeever



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Enterprise**

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