

## Customer Highlight: The Minnesota Timberwolves and Minnesota Lynx

The Minnesota Timberwolves are an American professional basketball team based in Minneapolis, Minnesota. The Timberwolves compete in the National Basketball Association (NBA). Founded in 1989, the team is owned by Glen Taylor. The Timberwolves play their home games at Target Center, their home since 1990.



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### Workflow Scenario

When the teams transitioned from tape to digital, the file-transfer process had left many assets disorganized and hard to access. Files were being stored on individual editors' computers, with some on shared servers. Director of Broadcast and Video Technology, Erik Nelson, tried transitioning the files to shared 10TB servers, but with so much content being generated, these servers ended up full after just one season. What's worse, much of this data was not secured or backed up, and multiple servers had to be swapped out as the teams moved from season to season.

### The Solution

The Genesis Unlimited is a media-centric shared storage application platform that has been developed specifically for dealing with the complexity and demand of high-performance workflows. Genesis Unlimited allows a simple, straightforward integration into editing applications from Avid, Adobe Premiere, Final Cut Pro, Resolve and many other content creation and distribution applications. This appliance is ideal for small to medium-sized creative workgroups looking for a stable and scalable SAN without all the infrastructure hassle.

### MAM integration

The teams also installed a media asset manager (MAM) from Cantemo, which runs alongside the file system as a part of the overall workflow. The MAM helps the teams manage their archives and their workflows, including editorial workflows, enabling them to begin archiving past seasons and have a more searchable, tag-able way to store footage on the Scale Logic SAN.

The teams are also using the Cantemo Rules Engine, which is a business process management (BPM) solution that automatically triggers workflows based on system/user events and is fully integrated with the Scale Logic storage platform.

### Components

- *Genesis Unlimited*
- *Genesis NX*
- *Genesis IAP*
- *HyperFS client and server*

### Workflow Tools

- *Cantemo*
- *Archivare*
- *Adobe*