

# Home Depot Television

## CASE STUDY



## Home Depot Television Beefs Up Video Production Workflow From Harmonic to Handle Increase in Content

### The Challenge

As the leading home improvement retailer, Home Depot is dedicated to keeping its employees on top of the latest trends, products and innovations in the market. Through the Home Depot Television facility in Atlanta, it produces corporate communications and employee training content.

For a long time, Home Depot TV delivered content to employees via a dedicated satellite broadcast network. Yet, Home Depot TV realized that the dynamic of video is changing. Home Depot employees want to consume corporate communications and training material at their own leisure on various connected devices, including Macs, PCs, smartphones and tablets. Thus, today, Home Depot TV also maintains a high-definition video on demand web page for all of its flagship broadcasts.

In recent years, Home Depot TV has faced an explosion in video communications projects, with the number of simultaneous active projects more than tripling. Due to an increase in project load, Home Depot TV was running out of useable storage space.

Due to these factors, Home Depot TV decided to upgrade its existing media processing and storage workflow and transition to a faster 10 Gigabit Ethernet network. The organization's main requirements in a media server and storage solutions were reliability, the capability to handle high-bandwidth and demanding media workflows, scalability and video format flexibility.

*Simple to manage and scale, MediaGrid storage speeds up Home Depot TV's file-based workflows, reduces rack space and storage related costs and ensures low latency for video.*



**Harmonic MediaGrid**  
Shared Storage System

### CHALLENGE:

An explosion in video communications projects combined with increased file sizes meant Home Depot Television was running out of storage space. Upgrading its media asset workflow and transitioning to a 10 Gigabit Ethernet network would speed up operations. Home Depot TV's key requirements for a new media storage solution were reliability, scalability and performance.

### SOLUTION:

Home Depot TV has added a larger MediaGrid shared storage system that provides the organization up to 80TB of usable online storage. As a result, Home Depot TV can deliver more video to its employees on a variety of screens for training and corporate-wide communications.

### APPLICATIONS:

- Ingest
- Transcoding
- Shared storage
- Editing

## SOLUTION AT A GLANCE

## The Solution

Having worked with Harmonic since 2010, Home Depot TV came to appreciate the stellar service and reliability of media server, storage and transcoding solutions that the company provides. For years, Home Depot TV has worked with a comprehensive infrastructure solution from Harmonic that includes Spectrum MediaDeck™ servers, MediaGrid™ shared storage system, ProMedia™ Carbon transcoder and Workflow System (WSF). Upgrading its existing Harmonic MediaGrid shared storage system was an easy decision for Home Depot TV.

"When we partnered with Harmonic in 2010, we had 60 active projects in various stages of completion on our MediaGrid storage system at one time. Over the years, the number of working projects leapt to 100 and now we're approaching close to 200. To keep pace with the growing number of video projects in motion, Home Depot Television needed more storage," said Bruce Covey, Manager BTV Engineering at Home Depot Television. "Harmonic's media server and storage solutions are optimized for digital media workflows, providing the scalability and reliability that we need to deliver broadcast-quality content today and grow well into the future."

Home Depot TV has added a larger MediaGrid shared storage system that bumps the organization up to 80TB of usable online storage. It is integrated with existing Spectrum MediaDeck servers, as well as a Harmonic ProMedia Carbon transcoder and WFS workflow system for onsite network-based transcoding. WFS manages complex transcoding processes performed by the ProMedia Carbon system, allowing Home Depot TV to reach its employees across all screens. All of the solutions are integrated with an existing Harmonic ProXplore™ media clip and metadata management application, which is being used to move and monitor files.

Home Depot TV is using the highly scalable, Ethernet-based MediaGrid shared storage system to support a variety of digital media applications requiring real-time storage, such as ingest, playout, archive, edit-in-place, collaborative editing, and transcoding. Simple to manage and scale, MediaGrid storage speeds up Home Depot TV's file-based workflows, reduces rack space and storage related costs and ensures low latency for video.

## The Workflow

Harmonic's solutions support Home Depot TV's entire media asset workflow, starting with capture in the studio to archive. In the studio, the retailer is using its existing Spectrum MediaDeck systems to ingest live broadcasts and capture material for later distribution, supporting both camera ISO and switched feed recordings. Any assets that are captured in the studio are transferred to a particular project folder on the MediaGrid system that is used for live broadcast distribution, editing and archive purposes.



The Spectrum MediaDeck systems are optimized to satisfy the demanding reliability and performance requirements of Home Depot TV's broadcast operations. The OS resides in Flash memory, ensuring rapid boot up and eliminating the risks associated with system drive failures. With Spectrum MediaDeck systems at the heart of its workflow, Home Depot TV can take advantage of the price/performance gains driven by general IT technology enhancements without compromising mission-critical 24/7 operations. What's more, the MediaDeck systems provide broad support for a wide range of production and playout formats — including AVC-Intra, ProRes and PitchBlue® — and file wrappers, including QuickTime, LXF, GXF and MXF.

Home Depot TV also accepts a wide variety of field materials. Those assets generally arrive to the facility in Atlanta on hard drives and are transferred directly onto the MediaGrid system into numbered project folders. The MediaGrid system supports collaborative editing on Apple Final Cut 10 and Adobe Premiere software between Home Depot TV's three dedicated edit suites as well as additional editors using Macbooks.

Once the media asset is a finished product it's transcoded for air playback on Home Depot TV's satellite system and multiplatform distribution. Home Depot TV's editors drop these materials into a variety of function-based watch folders on Harmonic's WFS solution for various compression methods. WFS processes the media assets directly on the MediaGrid system for delivery. All OTT file types that are created by WFS and ProMedia Carbon are delivered to a wide variety of other departments within Home Depot for various use cases, including sales, marketing, and public relations.

After each video project is delivered its assets are prepared for archival. Projects are ingested into a third-party IPV Curator media asset management system from Harmonic's MediaGrid system. They're then moved over to a XenData LTO-6 tape archive system.

The IPV Curator system's smart design allows Home Depot TV to find content faster and more efficiently. If Home Depot TV needs to pull materials from archive for new edits, or redeliver existing video content in a different format, the IPV system gives users the ability to search and proxy view. By allowing Home Depot TV teams to preview content without restoring high-res files, the IPV system frees them up to focus on creativity rather than production tasks. Home Depot TV can bring entire video clips back online through the MediaGrid system or create playlists for editing and/or transcoding purposes. Providing a seamless connection to the MediaGrid system, IPV makes media management during the archive stage flawless.

## The Result

Video content, especially within corporate communications, have a very limited shelf life. Most media assets have an applicability window of about six months. By upgrading its media processing and storage workflow and transitioning to a 10 Gigabit network, the Home Depot is embracing the rapid changes happening in the corporate video environment, streamlining operations and effectively delivering more video to its employees on a variety of screens for training and corporate-wide communications. Harmonic's solutions provide fast access to media for editing and review, speed up content delivery and help to reduce storage costs leveraging standard IT network infrastructure.

