

# CREW CUTS CHOOSES XENDATA TO DELIVER AUTOMATED DIGITAL VIDEO ARCHIVING INTEGRATED WITH MXFSERVER

XenData's SX-522 Archive Server manages a robotic LTO library to provide a collaborative storage environment for Crew Cuts.

"My main objective was to look for a fully integrated and easy-to-use solution that would automate the workflow and enable us to seamlessly go from ingest, to edit, distribution and long-term low-cost archive storage," said Chris Keenan, CTO of Crew Cuts.



Crew Cuts Deck

As a result, Crew Cuts needed a more adaptable long-term storage solution that would seamlessly integrate with the new entirely automated workflow. In addition, the new archival storage had to be a data repository for all projects previously housed on Crew Cuts' external storage.



Inside of Crew Cuts



## THE CHALLENGE

With extensive expertise in commercial and film editing, production visuals and sound mixing, Crew Cuts has worked with some of the biggest networks in entertainment. To keep pace with its customers' ever-increasing demands and level of production, Crew Cuts chose to upgrade and automate its workflow. In doing so, Crew Cuts required a more centralized storage and collaborative production management solution that would eliminate existing storage silos that, in some instances, spanned several external and personal drives, making collaboration difficult and disjointed.



# THE SOLUTION

Striving to achieve its long-term goals, Crew Cuts selected an integrated solution with three main components: the XenData SX-522 Archive Server, a FilmPartners MXFserver collaborative post-production system and an axleGear Media Asset Management system, all of these components supplied by T2 Computing.



[XenData SX-522 Archive Server and LTO Library](#)

With these three key components in place, Crew Cuts has gained:

- A simplified and very effective project management process. Managing the workflow around human-centric projects stored in virtual containers that provide the collaborating post team access to all the needed materials. All materials are always protected against accidental or unauthorized deletion.
- A universal, virtualized storage server infrastructure that can concurrently support any of the leading post-production applications and tools in the industry regardless of their manufacturer.
- Crew Cuts can easily reuse materials from older projects because it can now effortlessly catalog content to make it easier to find digital assets and retrieve them when necessary.
- A powerful archiving capability suitable for both current and old projects. Crew Cuts has the capability to archive complete projects on low-cost storage and to easily restore full projects or selected individual files.



# THE RESULT

"The key benefit of my new solution is its ability to support my production workflow in such a way that it becomes a natural progression of tasks that add tremendous value to the Crew Cuts brand. Gone are the many artificial steps that were forced by the limitations in our former environment," said Chris Keenan, Crew Cuts CTO.

"It's a unique scenario when you need everything in one place, so why not go for the best of breed to ensure your company assets will be always available and safe?" Keenan continued. "I did my research, and the best archive solution was from XenData which manages a robotic LTO library behind the scenes. This helps to minimize our total costs and allows us to focus on producing great content for our customers."



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