



Western Digital and Shikenso address the capacity challenges of digital startups in the esports industry.



WD RED™ PLUS HARD DRIVES PROVIDE:

- **Compatibility:** Unlike desktop drives, hard drives are specifically tested for compatibility with NAS systems to ensure optimum performance.
- **Reliability:** Continuous operation of a NAS or RAID is demanding and most desktop hard drives are usually not designed for these conditions.
- **Troubleshooting protocols:** Unlike a cloud solution, users are responsible for the maintenance and security of the NAS system. NAS-optimised hard drives should therefore be designed with a RAID troubleshooting protocol to help reduce failures in the NAS system.
- **Noise and vibration protection:** Desktop drives are designed to operate individually and therefore usually offer little or no protection against noise and vibration. For a pleasant working environment, hard drives designed for use in the NAS environment with multiple bays should be used to distribute workloads. This results in less noise when running multiple systems.

WD Red™ Plus Drives Deliver Optimized Performance for NAS Environment of Digital Startups

Challenge

The gaming and esports industry has been booming for several years. It shows a clear growth as well as an increasing degree of professionalization and thus consolidates more and more its importance from an economic point of view. More and more advertising along with sponsored content is therefore posted in this environment. The digital startup Shikenso is a specialist when it comes to the AI-supported evaluation of such content in this area. As the first German startup of its kind, the company processes the analysis of media values in live broadcasts in a scalable manner using a specially developed AI. On streaming platforms (Twitch, YouTube) and in social networks, data-based analyses provide well-founded insights into marketing activities as well as brand perception and allow conclusions to be drawn about the performance and success of campaigns. The company's tracking algorithm recognizes, for example, banner and product placements, logo insertions or advertising videos. Due to the large amount of data generated by the use of AI, the company was faced with storage capacity challenges. In order to be able to process the collected data from the analysis in the best possible way, a high-performance data management system is required as a basis for the company's survival.

With global connectivity and the increasing number of live streams and video content in the digital space, Shikenso was faced with the challenge of keeping up with this data growth while continuing to support and promote developments in this market. The company has seen a clear increase in demand for data- and analytics-driven solutions over the course of the 2020 calendar year. Combined with the increase in live broadcasts and streaming content, there was an explicit need to expand the storage solution used to date and implement an efficient archiving system.

So far, an open cloud solution has been used, which ensures smooth working with the daily required data due to its high performance, constant retrievability and scalability. However, a cloud-based storage solution has an above-average performance workload for archiving data and is not in proportion to the requirements of an archiving system. What is needed instead is a solution that stores data reliably and efficiently, while allowing it to be accessed quickly and securely.



Solution

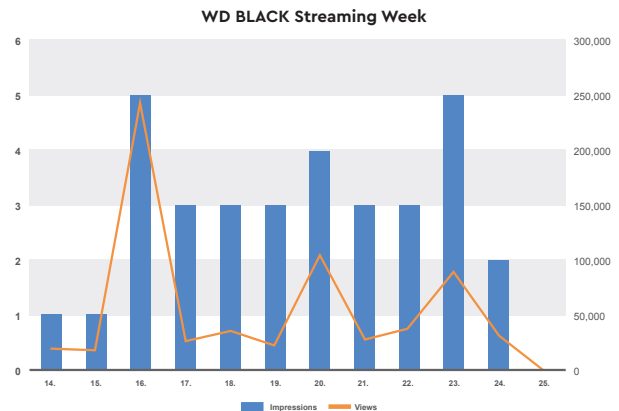
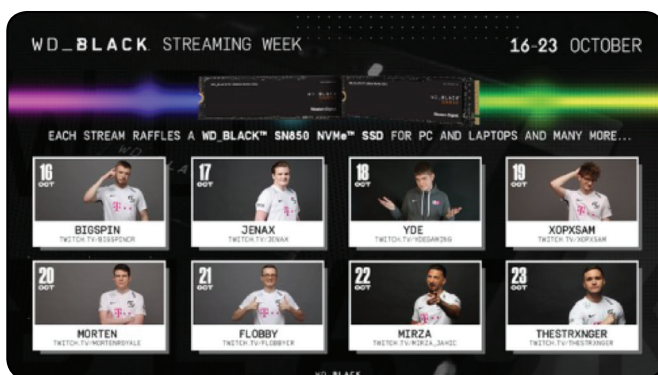
In order to meet the requirements of the technology startup, Shikenso worked with its new partner Western Digital to reimagine Shikenso's storage architecture. The digital startup chose the company because it brings one big advantage to an esports-oriented company like Shikenso: by appearing with the WD BLACK™ brand, which is synonymous with gaming and esports. Western Digital is already actively represented on the market with this gaming brand as a sponsor of SK Gaming, one of the largest and oldest esports organisations in the world. With the WD BLACK™, the company actively appears within the esports and gaming community, offering a product line, which was developed especially for gamers and provides perfect conditions for every gaming setup through increased performance, extreme reliability and high storage capacity. Through targeted brand placement on social media as well as managed marketing campaigns such as giveaways or banner insertions in live broadcasts, WD BLACK™ strengthens both its direct customer engagement and its position as an endemic part of the industry. In the case of SK Gaming's Western Digital-sponsored Streaming Week (Fig.1), it can be seen that there was an increase in impressions (Fig. 2) in the period from 16 to 23 October 2020. Posts in this series were viewed over half a million times and commented on, liked or shared by over 13,000 people — a sign that Western Digital's involvement with WD BLACK™ in esports is having an impact.

Together with Western Digital, Shikenso identified the ideal storage solution that could provide the perfect combination of performance, security, reliability and flexibility: the WD My Cloud™ EX4100 with WD Red™ Plus hard drives.

WD Red™ Plus hard drives offer concentrated performance for NAS environments of small and medium-sized businesses and increased workloads in home and small offices. They are optimised for archiving, content sharing and building RAID arrays in systems with ZFS and other file systems. Designed and tested for NAS systems with up to eight bays, the drives provide the flexibility and security needed to store and share valuable personal and business files. Western Digital recommended the WD Red Plus drives, which have undergone extensive compatibility testing with NAS partners and extensive integration with their technologies, to best meet the needs of these environments. The unique NASware algorithm ensures the right balance of performance and reliability in NAS and RAID environments. With an MTBF of more than 1 million hours, WD Red Plus hard drives are also designed for continuous operation. With advanced CMR technology and improved compatibility, integration, upgradability and reliability, the exclusive NASware 3.0 improves system storage performance.

Benefits

With the WD My Cloud EX4100 and the WD Red Plus hard drives, Shikenso can now work smoothly with the same high performance, constant retrievability and scalability it would get from an open cloud solution, in a more flexible and efficient way. The chosen solution covers both the current and future workload of the company and enables retrospective analysis by archiving data. In addition, the physical storage for archiving is significantly more cost-efficient and covers all requirements for an archiving system for Shikenso.



Western Digital Corporation | 5601 Great Oaks Parkway | San Jose | CA 95119 | USA

www.WesternDigital.com

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