

**Hewlett Packard
Enterprise**

intel®

Transforming video production with advanced technology

**HPE ProLiant servers and
HPE OEM solutions support
next-generation media platform**



Digital video editing, accessible today to non-experts using PCs, smartphones, and other devices, was once a cumbersome process requiring analog videotapes and dedicated equipment. In 1989, Avid revolutionized the industry with Avid/1, enabling digital video editing and processing on desktop and personal computers. This game-changing product catalyzed the creation of “non-linear video editing,” transforming the video production industry.

While music enthusiasts may associate Avid with Pro Tools — a popular digital music solution used to create many celebrated recordings — the company’s true strength is its enterprise solutions for broadcasters and video production organizations. Media Composer, the company’s flagship digital video editing system, has become an essential tool for broadcast and video production professionals worldwide. And its robust media platform, Avid MediaCentral, streamlines workflows from news gathering and recording, to asset management, transmission, and streaming, making it a powerful backbone for field operators working to meet time-sensitive news and reporting deadlines.

“The environment surrounding broadcast/video production is also undergoing major changes since the outbreak of the COVID-19 pandemic and the disruption that followed, leading to a growing need for remote editing, a shift from CAPEX to OPEX, and the use of cloud computing and other new technologies,” says Yosuke Tashiro, Regional Sales Director/Asia, Avid Technology. “We intend to continue developing solutions that can meet these emerging customer needs in an integrated solution.”

Partnering with external OEM providers to enhance system configuration flexibility

“We provide solutions where software and hardware are integrated, but previously, individual systems were housed on bare-metal servers,” says Takashi Tomoi, Enterprise Sales Manager, Avid Technology. “This approach was costly and made it difficult to change the operation of the system once installed. And if we encountered a hardware problem, we had to deal with that as well.”



Avid Technology, Inc.

Industry: Software development and sales

Country: Japan

Vision

To empower creators in media and audio production with the latest digital technology

Strategy

To build the infrastructure for Avid MediaCentral / Media Composer with HPE OEM solutions

Outcomes

- Provided video production solutions that support a variety of virtualization technologies
- Developed an environment in which the installed server products could be used for a long period of time
- Contributed to driving the DX of broadcasters/program production companies by advancing their remote editing capabilities

Because the company's value lies primarily in its advanced software suite, Avid found it desirable to procure servers from external OEM partners.

Selecting HPE as an OEM partner for virtualization support and global long-term maintenance

Avid had two key requirements for its OEM partner. "We are actively incorporating virtualization technology into our solutions to increase the flexibility of our systems," says Tomoi. "In addition to utilizing server virtualization technologies like VMware vSphere® (VMware®) and Nutanix Cloud Platform (Nutanix), our MediaCentral solution resides on container technology using Kubernetes and Docker. We needed an OEM partner knowledgeable not only about hardware, but also about these virtualization technologies."

In addition to high performance and reliability, the longevity of the supplied servers was another crucial requirement. "Broadcasters often operate a system for a long time once it is installed. But the maintenance service period of servers expires after about five years, and this didn't meet the needs of our customers," says Tomoi.

To meet its unique technical requirements, Avid chose HPE as its OEM partner. "HPE OEM solutions provide seven-plus years of long-term

maintenance, removing the need for frequent hardware replacement," says Tomoi. "And for virtualization technology, we chose the HPE ProLiant DL series for VMware-based products and the HPE ProLiant DX series for Nutanix-based products. We received a high level of technical support for container technology as well."

Avid valued the global presence and extensive IT market experience of HPE. "Although the partnership we entered for our OEM project this time covers only our local operations in Japan, we are rolling out our business globally," says Yosuke Tashiro. "If the resources the vendor provides are concentrated only in Japan, the overhead of verification work may get too high. So, we have a separate partnership with the US headquarters of HPE as well, which assures us that we can form a stable and secure relationship over the long term."

Offering pre-sales support for customer solution proposals

Adopting HPE OEM solutions delivers significant benefits to Avid. "For example, when making proposals to enterprise customers, we are asked a variety of questions and queries about virtualization technologies and hardware," says Tomoi. "With HPE OEM solutions, we can receive support during the pre-sales phase, and proceed with

our business negotiations with our customers without worrying about responding to their highly technical questions. Promptly providing answers about optimal system recommendations helps build customer trust."

"Customers are no longer willing to wait as long as they used to," adds Tashiro, "so we need to make proposals with a sense of urgency. That's why it's very reassuring to know that the extensive support system of HPE is right behind us." Although Avid uses hardware from other vendors, Tomoi notes that HPE is the only company delivering such extensive pre-sales support.

HPE OEM solutions also support the transition from bare metal to virtualized servers, essential to Avid solutions. "Our products are sold to our customers through our agency-based distribution system," says Tomoi. "However, these agencies only have experience handling physical servers, with less experience with virtualization technology. We asked HPE to hold a study session for our agencies to help them acquire the knowledge necessary to sell our products that use this technology."

Avid purchases HPE servers through Ftime, a dedicated HPE solutions provider. Support from a partner with advanced technical knowledge and capability is another key advantage of using HPE OEM solutions.



In order to provide optimal video production solutions to our customers, it is essential to have an OEM partner that can offer high-performance and reliable server products along with an extensive support system. The HPE ProLiant servers and HPE OEM solutions have precisely met those expectations well."

– Yosuke Tashiro, Regional Sales Director / Asia, Avid Technology, Inc.



Ensuring stable system operation with high-performance, reliable servers and custom bezels

Avid offers corporate customers tailored hardware configurations aligned with their specific business applications, objectives, and software. The company presents reference configurations after preliminary in-house laboratory verification, providing detailed information on the recommended server model, disk type (SSD or SATA), and memory requirements for each customer's use case. "HPE also provides extensive technical guidance in its [white paper](#) on virtualized production environments, so it doesn't take much time to put together an optimal configuration," explains Tomoi.

The company's chosen servers are equipped with an exclusive custom Avid bezel, a unique service offered by HPE. "HPE ProLiant servers are used in numerous systems, so when working in a data center it is often necessary to find the rack where the desired system fits. Our custom bezel and logo are easy to distinguish, a feature well-received by our customers," says Tomoi.

Since the company's systems are designed for professional use, post-installation stability is crucial. Frequent failures can severely impact customer operations. "HPE ProLiant servers have extremely high reliability and availability, and we have had no trouble with any of the

systems we have delivered to date," says Tashiro. "HPE provides us extensive support, including on-site maintenance, but so far, we never have had the opportunity to use these services. The ease of use after installation is very gratifying for both our customers and us."

Driving broadcasters' digital transformation with remote editing, AI, and HPE GreenLake

Avid advanced video solutions play a significant role in broadcasters' digital transformation (DX). During the COVID-19 pandemic, Japanese broadcasters sought remote editing capabilities; Avid quickly responded by offering a solution combining MediaCentral | Cloud UX and HP Anyware, enabling studio-like editing while avoiding the "3C's — closed space, crowded place, close contact with others," a solution several domestic broadcasters readily adopted.

"MediaCentral | Cloud UX has a user interface that is easy to use, even for users with no knowledge of non-linear editing," says Tomoi. "This remote capability has led to an increase in the number of cases where reporters and camera operators complete simple editing themselves on the spot and then send the material to editors." And Avid solutions are the standard in video distribution systems at international sporting events, demonstrating the company's global reputation.

Avid continues to actively research and develop for the future, with AI technology as a major focus. "We have heard many requests from our customers regarding their desire to utilize AI technology to improve the efficiency and productivity of their creative work. Of course, since we are dealing with media content related to news and reporting, we intend to incorporate AI into our products in a responsible manner," says Tashiro. Avid plans to align its solutions with HPE and its future focus on edge, AI, and cloud. "Also, since this is an area that requires more machine power than ever before, we believe the relationship with our OEM partners will become even more important."

Avid is also accelerating its shift to a subscription model, including exploring HPE GreenLake, the pay-as-you-go* infrastructure service. "As we shift our software business to a subscription model, we must also think about easing the burden on customers who face procurement complexity and expense when investing in hardware directly. We are looking into the possibility of using HPE GreenLake to shift our hardware business to a cloud-based subscription model as well, while keeping an eye on future trends," Tomoi explains.

As Avid looks to the future, the company recognizes that HPE OEM solutions will continue to provide steadfast support as the company pioneers a new future for video production.

* May be subject to minimums or reserve capacity may apply



With HPE OEM solutions, we can receive support during the pre-sales phase, and proceed with our business negotiations with our customers without worrying about responding to their highly technical questions. Promptly providing answers about optimal system recommendations helps build customer trust."

— **Takashi Tomoi**, Enterprise Sales Manager, Avid Technology, Inc.



About HPE OEM solutions

The complete [HPE portfolio](#) is available to HPE OEM customers — and their end customers — in advance of general availability. Engineers have access to a knowledge base and roadmaps for future generations of HPE products and will be the first to test the products.

The HPE integrated supply chain reduces logistical and fulfillment complexity and helps minimize time in taking solutions to market. HPE OEM distribution partners implement joint solutions and ship them to end customers. Additionally, HPE OEM partners have buffer stock to carry through shortages, helping customers adhere to SLAs.

Regardless of scale or design, HPE technology solutions deliver value and performance benefits, offering a clear competitive advantage and investment predictability.

About Avid Technologies

Avid Technology, Inc., a Burlington, Massachusetts-based company founded by Bill Warner in 1987, has emerged as a prominent player in the media and entertainment sector. The American technology and multimedia firm specializes in developing cutting-edge digital non-linear editing (NLE) systems, audio editing software, and media management solutions. With a strong focus on innovation, Avid has successfully positioned itself as a go-to provider of advanced tools and solutions for professionals in various fields, including film, video, audio, animation, gaming, and broadcasting.

About HPE

Hewlett Packard Enterprise is the edge-to-cloud company that helps organizations accelerate outcomes by unlocking value from all of their data, everywhere. Built on decades of reimagining the future and innovating to

advance the way people live and work, HPE delivers unique, open, and intelligent technology solutions, with a consistent experience across all clouds and edges, to help customers develop new business models, engage in new ways, and increase operational performance.

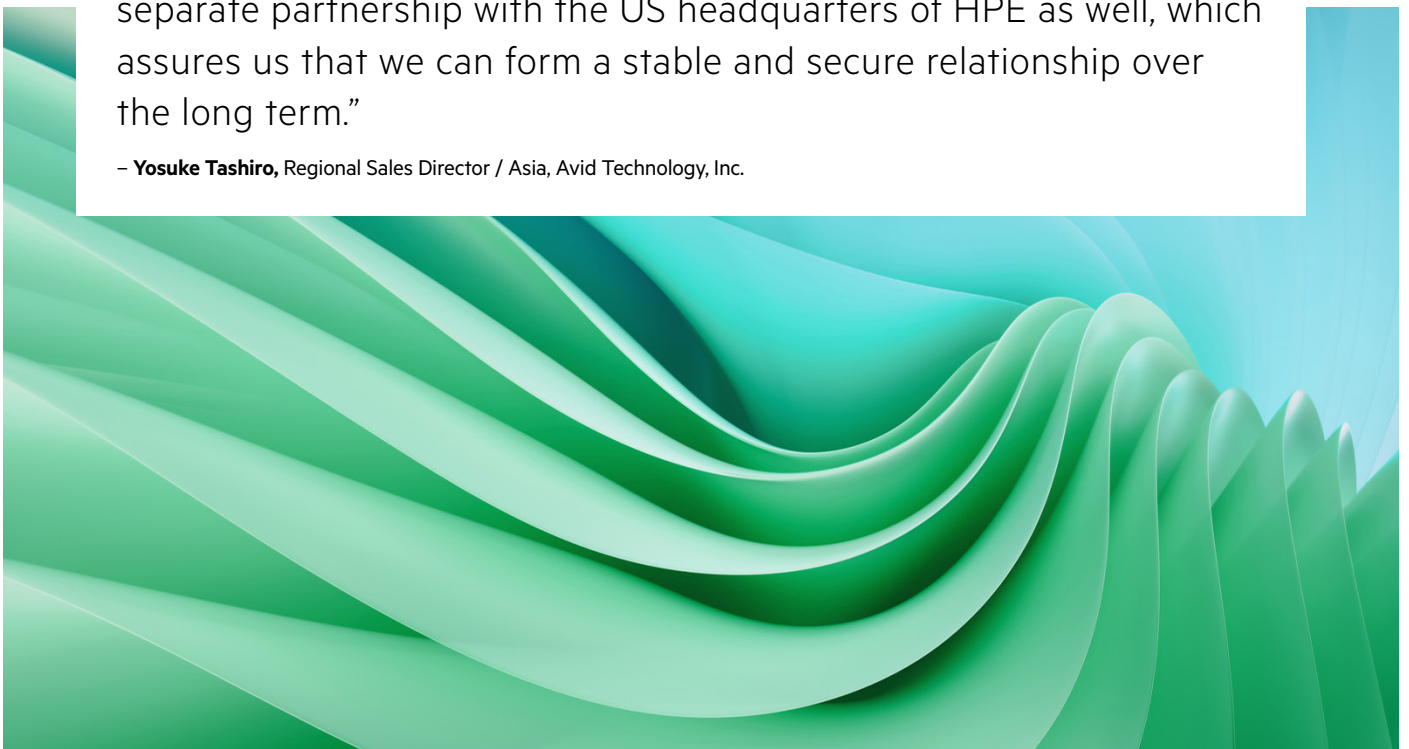
Solution overview

To meet the stringent requirements of broadcasters, film studios, and professional media organizations using its Avid MediaCentral and Media Composer enterprise solutions, Avid Technology, a leading developer of video and music production software, built the infrastructure for these solutions using HPE ProLiant servers and HPE OEM solutions powered by Intel® Xeon® Scalable processors. These processors are known for their best-in-class performance and scalability, ensuring the high performance, reliability, and secure long-term usability essential for professional users of Avid solutions.



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– **Yosuke Tashiro**, Regional Sales Director / Asia, Avid Technology, Inc.





HPE ProLiant DL360 Gen10 (custom bezel)



HPE ProLiant DL360 Gen10 (standard bezel)

Please check the link below to learn more about the installed products.

→ [HPE.com/us/en/HPE-ProLiant-Servers](https://hpe.com/us/en/HPE-ProLiant-Servers)



3rd generation Intel Xeon Scalable processor

Intel Xeon Scalable processor is used as a core engine to run the adopted HPE servers. It delivers top performance for a widely varying types of workload, with built-in AI acceleration and advanced security features, from the edge to the cloud.

Evolved into the 3rd generation Intel Xeon Scalable processor in the spring of 2021. Configurable up to 40 cores with enhanced memory and I/O bandwidth. In addition, built-in workload acceleration features such as Intel® Deep Learning Boost, Intel Advanced Vector Extension 512 (AVX512), and Intel Speed Select Technology provide significant performance and throughput improvements over previous generation products.



Use this QR code to access from smartphone or tablet.

Contact us

Customer Information Center
0120-268-186
(or 03-6743-6370)

Monday–Friday 9:00–19:00

(Closed on Saturdays, Sundays, national holidays, year-end and New Year holidays, and May 1st.)

Up to 40 cores (per processor)

IPC (instructions per clock) has increased 20% (compared with the previous generation)

Up to 1.46x greater performance
Geomean of Integer, Floating Point,
Stream Triad, LINPACK 8380 vs. 8280

1.74x AI inference improvement (compared with the previous generation)

Up to 2.65x greater performance
(compared with the system 5 years ago) Compared with 8380 and E5-2699v4

Customer at a glance

HPE solution overview

- HPE ProLiant DL380 Gen10
- HPE ProLiant DL360 Gen10
- HPE ProLiant DL375 Gen10 Plus v2

Solution

- HPE OEM solution

Hardware

- HPE ProLiant DL380 Gen10
- HPE ProLiant DL360 Gen10
- HPE ProLiant DL325 Gen10 Plus v2

Learn more at

[HPE.com/us/en/oem.html](https://hpe.com/us/en/oem.html)

Our solution partners



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Updates

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