



Movies and More at AccessIT

In an increasingly digital world, traditional theatrical release of movies on film has been an analog holdout. Access Integrated Technologies (AMEX: AIX), or AccessIT, is helping to change that. The company, which ranked third in the United States in 2005 as a "Rising Star" in Deloitte & Touche's Technology Fast 50 Program, has grown over 5,000 percent in just three years. Among the company's lines of business is the secure distribution of newly released motion pictures to theaters equipped to show them in digital form. The company lets subscribers order selections—from movies and concerts to educational materials—from a website and have them delivered directly to their digital projectors via satellite.

According to Erik Levitt, president and COO of AccessIT Managed Services, the market for digital cinema is poised for explosive growth and could expand to thousands of screens across the US. But digital media service is only one item on AccessIT's bill of fare. The company also offers a range of managed services—IT outsourcing, mass storage, primary and disaster recovery site services, telecommunications offerings, and security services.

The two services are very different in nature and operation, but one thing they have in common is Xiotech's Magnitude 3D® system for storage management.

Unmatched Value

"Both digital media and outsourced services are complex, and highly sensitive, so we needed an extremely

reliable storage platform," says Levitt. "Both services are very data intensive, so we looked for a system that would provide significant initial capacity along with the ability to expand easily

and economically as demand increases. And in these two extremely competitive areas, we needed a cost-competitive system."

Levitt and his team looked at a variety of options and chose Xiotech's Magnitude 3D system, provided by integrator ManagedStorage International (MSI) of Boulder, Colorado. MSI is a wholly owned subsidiary of Incentra Solutions, Inc. (OTCBB:ICEN). Two Xiotech® systems were installed. One was in New York, where it replaced an EMC Symmetrix in support of the colocation and managed services operation. The other was installed in Los Angeles for media services.

"Magnitude 3D easily meets all [the company's] varied needs."



Industry

- Media Services, Managed Services

Requirements

- Improved reliability
- Increased scalability
- Competitive cost
- Easy management
- Enhanced flexibility

Xiotech Solution

- Magnitude 3D®

Benefits

- Unmatched resilience and no planned downtime
- Seamless scalability
- Reduced capital and operating expenses
- Easy storage and information management
- Tremendous flexibility

Operating Systems

- Microsoft® Windows®
- UNIX®
- Linux®

Applications

- Microsoft Exchange
- Microsoft SQL Server
- Oracle®
- Sybase®

SAN Infrastructure

- Cisco®

"A lot of the other 'high-end' systems we considered were prohibitively expensive," Levitt says. "Not only was Magnitude 3D less costly than the alternatives, but it was significantly more reliable as well."

Requirements of the two operations—media services and managed services—differ in significant ways, according to Walt Hinton of MSI.

Digital media distribution at AccessIT, while demanding, is a relatively unchanging application.

"The system has to be extremely reliable, secure, scalable, and easy to use, but flexibility isn't a primary concern," he says. "Data center services, on the other hand, require the same reliability and scalability, but also have to be extremely flexible. Users' requirements vary, and the system has to be able to meet them all."

"For some users, the colocation site is their primary data facility," Hinton continues, "For others, it is purely a backup site for disaster recovery. Some users need RAID 10, while others want RAID 5. And individual users' disk requirements range from economical SATA (Serial Advanced Technology Attachment) to high-performance Fibre Channel disks, or some combination of disk types in a tiered-storage arrangement. And, of course, any of those factors can change with users' business requirements. Magnitude 3D easily meets all these varied needs."

Architected for Growth

After six months of deployment, the New York installation is already supporting over 15 terabytes of customer data. "Working with MSI, we designed the environment for full redundancy," says Levitt. "We are already talking to individual

clients with data requirements of over five terabytes and expect, within two years, to be supporting between 30 and 50 terabytes."

The company has designed bundled

services specifically for financial and legal clients and application service providers (ASPs). "We've taken a unique position in the market," says Levitt. "The traditional, Internet-based colocation market is saturated. While most other providers are focused on Web-hosting applications, Internet service providers, and Internet managed services, we're concentrating on corporate infrastructure.

"And while most of the competition delivers one or more specific services, we've identified some of the most demanding users in vertical markets and are positioned to provide them with complete packages, from hosting and storage to connectivity and security."

Levitt has worked with a variety of systems in the past and says that the Xiotech installation was far smoother than that of other systems he has worked with. "The provisioning was more fluid than that of other arrays,"

he says, attributing the ease of installation largely to the advanced nature of the Magnitude 3D design. AccessIT, MSI, and Xiotech worked closely in what Levitt describes as a fairly involved planning process. "As a result," he says, "the actual installation came off with no problems or challenges."

Future plans include expansion of the system to accommodate a growing client base and additional services. According to Levitt, the company is adding major clients at a rate of about four per quarter. As demand grows, the company may add Magnitude 3D storage clusters at other AccessIT data centers.

Magnitude 3D delivers the seamless scalability AccessIT needs to support this growth—at a cost the company can afford.

"We... expect to be supporting between 30 and 50 terabytes."

About AccessIT

Founded in April 2000, AccessIT integrates all the parties in the digital cinema supply chain with management software, services, and secure delivery. End-to-end, plug-and-play.

The company provides three key fully integrated solutions: management software and services for distributors and exhibitors; fully managed electronic delivery of movies and other content using satellite or fiber; and vendor-agnostic in-theatre application software to serve as the single point of operations and storage for all of the P.O.S., projection systems, and content in a multiplex.

Through a series of strategic acquisitions and software development, AccessIT has grown into a major force in enabling studios, equipment vendors, and exhibitors to deal with changes in technology with minimal impact on work flows.

Learn more at www.accessitx.com.



Xiotech

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