

## Dallas Morning News

### QuickView

**Organization:**  
Dallas Morning News

**Industry:**  
Media/Journalism

**Application:**  
Digital Asset  
Management/Photos

**Integrator:**  
Luminate

**Solution:**  
Software Construction  
Company's Media Server  
software  
QStar Technologies Data  
Director software  
Plasmon™ G-series Library

- ROI:**
- > Investment paid for itself "almost immediately"
  - > Greatly expanded capacity
  - > Increased speed of retrieval
  - > Increased permanence and longevity
  - > Decreased storage costs

The Dallas Morning News began publishing on October 1, 1885 and has been awarded six Pulitzer Prizes since then; these credentials easily qualify it as one of the country's oldest and most distinguished newspapers. With eight presses and a circulation of nearly 515,000, the Dallas Morning News (DMN) maintains one of the largest newspaper printing facilities in the United States.

### The Problem

In the past, news photographs and images created by DMN staff, freelance personnel and syndicated photographers were physically stored as film or slides at a storage facility maintained by the newspaper, and managed by a database that documented inventory and usage. Image recovery and access through this system was slow and expensive, but necessary to maintain long-term archival of valuable image assets.

Recently, new digital photo technologies had eliminated the future need for physical storage, but these had also required a new strategy of long-term archival, asset management and quick access for ongoing use of image assets.

The Dallas Morning News needed a long-term archival solution to deal with the nearly two-million images its staff created and managed each year, as well as with the increasing file sizes of images due to finer resolution as technology advanced.

### The Dallas Morning News DallasNews.com



*Dallas Morning News selects Plasmon UDO™ storage technology to archive its image assets, 2,000,000 per year.*

### Considerations

Available technologies including disk-based RAID, tape and optical storage were researched and considered, with UDO™ offering the key components of longevity, access and affordability that were needed

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#### Bob Mason

Director, Publishing Systems  
Dallas Morning News

for an application of this type. "We looked at several solutions but nothing offered the performance and growth rate available with UDO," said Bob Mason, Director of Publishing Systems at the Dallas Morning News.



## The Solution

The Dallas Morning News selected an asset management solution that would provide the security, performance and longevity necessary for the high volume of assets its staff managed every year. The system utilizes Software Construction Company's Media Server software, QStar Technologies Data Director Software and Plasmon™ G-Series Libraries powered by UDO (Ultra Density Optical).



The Plasmon solution was installed and operational within 30 days of its purchase. At a capacity of 30 GB (gigabytes) per disk and nearly 20TB (terabytes) per library, the savings and overall decreased storage costs paid for the investment almost immediately. "We selected Plasmon's UDO technology for three reasons — its speed of retrieval, the permanence and longevity of the media and the tremendous ROI we experience as our system grows and assets increase in number and size," stated Bob Mason. "The system is rock solid. We don't hear a peep out of it, and it runs flawlessly."

## Conclusion

The Dallas Morning News creates and manages nearly 2 million new image assets every year, as well as managing a huge volume of legacy images from its historical archives. Protecting and leveraging the value and historical significance of these assets was the focus of this project, with longevity, access and cost the key components in selecting Software Construction Company, QStar Software and Plasmon's UDO technology as the asset management solution.

In a recent interview, Bob Mason concluded, "Rating the UDO technology, the ease of installation and the service support from Plasmon, I would have to give it a 10." 



Alliance Storage Technologies, Inc. offers the only enterprise-class archive solution that ensures data permanence, authenticity, access, longevity and removeability, at the low total cost of ownership that businesses demand.

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ASTI is ISO 9001 certified



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