



CASE STUDY

Canadian Tire Corporation Relies on CatDV to Keep Large Content Collection Organized and Easily Accessible

Canadian Tire Corporation is a large retail enterprise whose brands span athletics, outdoor recreation, automobiles, and housewares. The company has a small, central media production team responsible for creating and archiving an enormous volume of content. By implementing the CatDV Asset Management Platform, that team can more easily find files, organize archival material, and support collaborative workflows.



FEATURED PRODUCTS



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Brad Gerard

Producer, Event Production, Canadian Tire Corporation



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SOLUTION OVERVIEW

- CatDV Asset Management Platform

KEY BENEFITS

- **Accelerated and simplified content searches**, enabling the production team to meet tight turnaround times.
- **Improved the organization of archival material**, helping preserve and protect the company's intellectual property.
- **Enhanced collaborative workflows**, with easy ways to share media files and catalogs.

For nearly a century, Canadian Tire has been one of Canada's most reliable and recognized brands. Today, Canadian Tire Corporation (CTC) is a family of businesses supported by more than 1,700 locations across Canada, offering a broad selection of retail products and financial services.

Supporting amateur sports has also been a top priority. In addition to sponsoring the Canadian Olympic Team, CTC has forged partnerships with the Canadian Soccer Association, Skate Canada, Hockey Canada, Alpine Canada Alpin, Canada Snowboard, and the Canadian Paralympic Committee.

CTC has an in-house media production department that serves as the corporation's content creation hub, managing and producing media for all of CTC's brands and its national charitable program, Jumpstart. The team, which works with external agencies for content when necessary, is tasked with supporting community and store-level events, press conferences, internal broadcasts, and high-profile national

launches. In addition, it must manage the corporation's historical media asset archive, preserving its intellectual property.

The production team needed an asset management solution that could handle the high volume of combined media content. "When I came on board...we had approximately 28 TB of media and growing," stated Brad Gerard, producer, event production at CTC. "We were using another media asset manager in conjunction with an organized folder system, but it wasn't working well."

EFFICIENTLY MANAGING A LARGE VOLUME OF ASSETS WITH CATDV

After considering its options, the production team adopted the CatDV Asset Management Platform. "I took a look at our projected growth, which was over 10 TB of video content per year, and knew we needed a solution that would give us a lot of flexibility but also integrate easily into our existing workflow," says Gerard. "CatDV was the best choice for our growing unit."

The installation of CatDV took place over three days. North American Distributor, JB&A, came to CTC's headquarters to train and assist the staff with building a custom solution. Within a few short weeks, all photography from the previous two years (close to 120 events) were sorted, tagged with metadata, and cataloged.

CatDV helps support a busy production schedule. In any given week, the team has at least two major video productions to edit in addition to the various production requirements from all the brands, including corporate internal broadcasts.

After the footage from a live event or recorded broadcast is captured, the digital files are brought back to the office, logged and captured, then transcoded to ProRes. Editing is done in one of the team's two fully loaded suites using either Adobe Premiere or Final Cut Pro X.

SPEEDING CONTENT SEARCHES

A live broadcast may need a quick edit turnaround with content changes on the fly. Fortunately, CatDV helps team members find needed content fast. "Last minute changes were incredibly difficult to accommodate before CatDV," says Gerard. "Try searching a 28 TB server for specific shots if you don't have metadata tagged to find the files. CatDV enabled us to have a rich search subset, which has been vital to our ability to keep up with corporate growth."

SAFEGUARDING VALUABLE ARCHIVAL MATERIAL

As an enterprise with some of Canada's most recognized brands, CTC has a lot of extremely valuable intellectual property to preserve and protect. The production team serves as the keeper of nearly 100 years of brand heritage.

The team must often archive material that was captured in a variety of analog and digital formats. For example, for one project, the team had to preserve historical 16mm footage that was almost unrecoverable—it is now safely digitized and cataloged in CatDV.

"All we had to do was go to the archives and make a decision on priority," says Gerard. "We preserved over 40 bankers' boxes worth of 1-inch, 2-inch, and 16mm film on a 3 TB drive, which we were then able to catalog in CatDV, creating an onsite historical archive. It was that simple, and we've seen immediate value."

SHARING MEDIA CATALOGS AND FILES WITH EASE

CatDV has also helped the production team publish media catalogs through the solution's web client to CTC's largely PC-based offices. With CatDV, the team avoided having to install new software. The other offices can easily access media catalogs and share them with the other teams and individuals.

With so much content and numerous projects to manage, the CTC production team needs quick, multiuser access to identifiable data and the seamless ability to share files via multiple outlets. "I'm constantly looking for production tools to be my partners in crime," says Gerard. "We didn't realize how much we needed CatDV until we got it. Now it's hard to imagine the efficiency of our workflow without CatDV."

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ABOUT CANADIAN TIRE CORPORATION

Founded in 1922, Canadian Tire is one of the most trusted and iconic retail Canadian brands. Today, Canadian Tire Corporation (CTC) is a family of businesses that includes Party City, Gas+, Mark's, SportChek, Pro Hockey Life, and more. The enterprise's 1,740 retail and gasoline outlets are supported and strengthened by CTC's financial services division and the tens of thousands of people employed across Canada and the world by CTC and its local dealers, franchisees, and gas retailers. CTC also owns and operates Helly Hansen, a leading global brand in sportswear and workwear based in Oslo, Norway.



ABOUT QUANTUM

Quantum technology and services help customers capture, create and share digital content – and preserve and protect it for decades at the lowest cost. Quantum’s platforms provide the fastest performance for high-resolution video, images, and industrial IoT, with solutions built for every stage of the data lifecycle, from high-performance ingest to real-time collaboration and analysis and low-cost archiving. Every day the world’s leading entertainment companies, sports franchises, research scientists, government agencies, enterprises, and cloud providers are making the world happier, safer, and smarter on Quantum. See how at www.quantum.com.

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