



Success with QStar



Dallas Morning News Selects QStar to Manage Its Digital Archive Assets

- **INDUSTRY:**

Media

- **APPLICATION:**

Digital Asset Management

- **INTEGRATOR:**

Luminate

- **SOLUTION:**

Software Construction Company
Integrated with QStar Data Director
and Plasmon G-Series UDO Libraries

THE ORGANIZATION

The Dallas Morning News began publishing on October 1, 1885 and has been awarded six Pulitzer Prize awards since then, making it one of the country's oldest and most distinguished newspapers.

With eight presses and circulation of nearly 515,000, the Dallas Morning News (DMN) maintains one of the largest newspaper printing facilities in the United States.

THE DILEMMA

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

Recently, new digital photo technologies eliminated the need for physical storage vaults going forward, but required a new strategy of long-term archival, asset management and quick access for ongoing use of these valuable assets.

The Dallas Morning News needed a long-term archival solution to deal with the nearly two million images they created and managed each year, as well as the growing file sizes of images that increased in resolution as technology advanced.

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 needed 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 Publishing Systems, Dallas Morning News.





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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 they managed per year. The system utilizes Software Construction Company, QStar Storage Management Software and Plasmon G-Series Libraries Powered by Ultra Density Optical (UDO), and was installed and operational within 30 days of its purchase. At 30GB per disk and nearly 20TB per library capacity, 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."

THE 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 their historical archives. Protecting and leveraging the value and historical significance of these assets were 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 their asset management solution.

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



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QStar Technologies, Inc.
99 Eglin Parkway NE #37
Ft Walton Beach FL 32548
Phone: 800-568-2578
Fax: 850-243-4234
Info@qstar.com

QStar Technologies Europe
Viale Italia, 12 - 20094
Corsico (Milano) Italy
Phone: +39 0245171.1
Fax: +39 0245101745
Info@qstar.it

QStar Technologies UK
Clare House
High street
Frimley, CAMBERLEY
Surrey GU16 7HJ - UK
Phone: +44 01276.418.237
Fax: +44 01276.691.090

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