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Christophe Galerme, co-founder & Technical Director,  
DID TECHNOLOGY.

**Company:**

DID Technology

**Company Size:**

2 - 10 employés

**Industry:**

Sale and rental of centralized editing and storage systems

**Website:**

[www.didtechnology.com](http://www.didtechnology.com)

**Geographic Region:**

Seine-Saint-Denis, France

**BACKGROUND**

DID Technology was established on January 18, 2010 by Sebastien Collin, Jean-Michel Bouvet and Christophe Galerme. DID Technology is an audiovisual, broadcasting, multimedia and IT (information technology) solutions integrator. The company's three main areas are sales of products and solutions, rental of post-production equipment, and related services including telephone support, on-site interventions, maintenance contracts, etc. DID was built on a business model tailored to their area: offering products and services with exceptional value for money.

**PROBLEM/OBJECTIVE**

DID Technology always puts customer satisfaction before anything else, and is always on the lookout for powerful solutions at the best price for its demanding customers. Recently, one of their main customers, a production company, was successful enough to move from a weekly prime-time broadcast to a daily broadcast on the Monaco-based channel D8, requiring an exponential scale-up of its video storage. There were three parts to the challenge: increasing the broadcast video storage capacity, increasing the performance of the connection between the storage and their Media Asset Management tool, and managing bay space, which could not simply be expanded limitlessly.

DID was faced with a second challenge for the post-production unit of one of its other key customers, based in the east of Paris and operating in the fields of amusement parks and shows. This customer wanted to increase the broadcast quality of its shows by upgrading to 4K. With 4K, four times more data needs to be transferred, so the customer needed an extremely high-performance connection to respond to this increase in data flow. At the same time, they needed to change the existing infrastructure and wiring as little as possible, while ensuring faultless reliability so that their customer base would not be disappointed — all at the best value for money.





“We choose technologies that will enable our customers to be more effective in their business and become the most competitive in the market.” Jean-Michel Bouvet, co-founder, DID TECHNOLOGY.

### SOLUTION

Responding to all of these conditions was not straightforward. At first, DID looked for solutions that could be easily integrated with the tools from their partners which these customers were already using, in particular solutions from Avid. This was when NETGEAR Smart Managed Pro Switches, certified by Avid, caught their eye. Then DID discovered all the benefits of these switches in terms of performance, features and price, as well as the lifetime warranty that they include.

DID Technology simply disconnected the existing switches, reconnected the 10-gigabit NETGEAR switches with the same Cat 5 cables, and their client was able to transfer 4K video losslessly for a reasonable investment. Price, performance and reliability in a single switch for transferring 4K at the highest quality... DID found it all with NETGEAR.

The problem was different with the production company. The company's success was attracting a growing number of partnerships with other production companies for the broadcast of multiple large-audience TV programs. The idea was therefore to find a high-density network storage solution that could respond to the scale-up required. DID selected the ReadyNAS 4360. This solution provided 60 bays using just 4U in a rack, at an attractive price, and offered perfect compatibility with the CatDV indexing tool from Square Box. This ensured unrivalled efficiency for the daily production of all of their comedy television shows. The 4360 is also the most recent in its generation of storage solutions, putting the company at the forefront of technology and helping them meet the needs of their partners (and audience) as well as possible.

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The story doesn't end there, though. DID Technology were so impressed with the performance, support and reliability of NETGEAR storage solutions that they decided to install the 4360's little brother, the 4312 (12 arrays in 1U), for their customer BIG VIDEO BROADCAST. This post-production company needed more storage space at the best price and the highest quality for one of its TV production customers.

In this case, the 10-gigabit integrated connection of the 4312, alongside a powerful processor and efficient file management, were key in making this decision — not to mention the unrivalled five-year warranty. DID replaced the storage provided by products from NETGEAR's competitors which did not have these benefits, and has not regretted it.

“It's now been a year since we installed the ReadyNAS at BIG VIDEO BROADCAST and we've not heard a single complaint from them!”

### FUTURE

NETGEAR network storage products and switches now feature in all of DID Technology's responses to RFPs from large production and post-production companies, for all projects relating to nearline storage and where performance and upscaling are the main concerns. The current setups have proven the performance and reliability of NETGEAR products and demonstrate the credibility required for other high-quality setups and deployments.

