rubrik

Sesame Workshop Supports Key Digitization Efforts and Moves to the Cloud with Rubrik

SESAME WORKSHOP.

INDUSTRY

Media & Entertainment

RESULTS

- Significant reduction in backup management (from 2 full-time employees to 2-3 hours per week)
- 40% TCO savings
- 50% reduction in data center footprint
- 90% faster restores

THE CHALLENGE

- Management complexity from daily maintenance, complicated recoveries and lack of automation
- Too much time spent managing backups instead of driving digital transformation initiatives
- Inability to implement cloud-first strategy

BUSINESS TRANSFORMATION

With Rubrik's management simplicity and API-driven automation, Sesame Workshop has increased productivity and shifted to a DevOps mindset, freeing up time to focus on strategic IT initiatives that increase global engagement. Rubrik also allows the nonprofit to advance their cloud-first initiative with data archival to the public cloud, saving money on additional on-prem expansion and increasing their digital transformation readiness.

Sesame Workshop is the nonprofit educational organization behind Sesame Street, the longest-running children's show in American television history. Sesame Workshop is an innovative force for change with a mission to help children everywhere grow smarter, stronger, and kinder. The organization is present in 150 countries, serving children through a wide range of media, formal education, and philanthropically-funded social impact programs.

Shadrach Kisten, Chief Technology Officer, is responsible for developing the overall technology and engineering vision in addition to driving cross-company technology initiatives to meet business objectives. "Our team is small, but efficient and effective. We can accomplish great things with the relevant technology, which is why we partner with best-of-breed solutions like Rubrik," said Kisten. "I've been in the media space for 18 years, and I'm very excited about Rubrik. Not only does the solution fit nicely into our company initiatives, but also there's immense potential for the future."

INCREASED PRODUCTIVITY AND MORE TIME FOR STRATEGIC INITIATIVES

Sesame Workshop delivers its content to homes around the world by utilizing TV and other digital media platforms. One of its key Technology and Engineering initiatives was to have a backup/archive strategy to align with its business objectives of separating backup functions of IT and video systems. This revolves around the backup and archiving of 45 years of their intellectual properties. "This will allow us to have our assets readily available, enabling us to be more effective and efficient as we expand our reach and engagement to multiple platforms across the domestic and international markets," said Kisten. "This is what digital transformation is all about and our Rubrik implementation was an enabler for all of this."

Additionally, Sesame Workshop was able to achieve:

- **Significant reduction in backup management (more time to focus on key initiatives)**: "Prior to Rubrik, our legacy tape-based solution required two full-time employees to manage," said Ruddy Cordero, Senior Director of IT. "We only spend 2-3 hours per week checking Rubrik, which means we have additional productivity hours back to the business per week. Our team is using that time to focus on working closely with business stakeholders to continuously improve the business workflow and drive adoption of new technology we're onboarding."

- **40% TCO savings and 50% reduction in data center footprint**: "As a nonprofit, we have to be thoughtful about how we're spending. With Rubrik, we're seeing 40% TCO savings and have reduced our data center footprint by 50%," said Cordero.

- **Shifting to a DevOps mindset with RESTful APIs**: "One of our goals is to shift the team to a DevOps skill set in order to enhance efficiency and effectiveness. Since Rubrik requires almost no management, we can focus on key engineering projects instead. Rubrik's REST APIs will be integral in allowing us to automate multiple aspects of our data management functions," said Kisten. "For example, we're planning to integrate Rubrik with our ticketing system to automate file restores without the need for human intervention."

FAST TRACK TO CLOUD WITH RUBRIK AND AZURE

With their digitization, backup and archiving strategy, Kisten and team needed to figure out how to store these files in a way that was easily accessible by producers, curators and editors. "We knew we needed to adopt a cloud-first strategy and integrate our digital properties with the best cloud offerings available. The agility will allow us to reuse our content all across the world," said Kisten. "We had to build a scalable, integrated cloud infrastructure with an automated workflow."

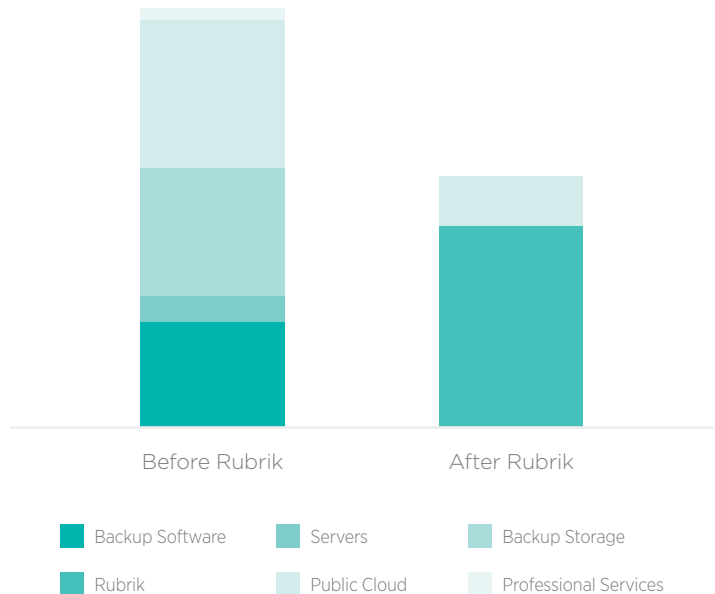- **Data archival to Microsoft Azure**: "We edit all of our assets locally, but we need a place to archive them. If we were storing these on-prem, we'd have to expand our real estate and storage arrays. We knew we'd have to utilize public cloud for long-term retention, but our previous solution prevented us from doing so. With Rubrik, we will be able to archive to Azure for 90 days and then push the data into Azure Blob for cold storage. It only takes a few clicks to restore, which is a massive win."

- **Cloud vendor-agnostic for unlimited choice**: "We're big fans of Rubrik's cloud vendor-agnostic platform, which prevents lock-in to any particular cloud. As a technology leader, I appreciate that Rubrik gives us the power of choice. This will allow us to explore AWS in the future."

- **Comprehensive data security**: "Protecting our intellectual property means everything to us. There were some initial concerns about moving to public cloud, but Rubrik ensures all data is encrypted at-rest and in-flight using our keys. We're confident that our data is secure."

ADDITIONAL BENEFITS

- **90% faster restores and improved backup performance**: "We've gone from several hours to minutes in terms of restore times. We've also seen a night and day difference in our backup windows."

- **World-class customer support**: "Rubrik's support team is excellent. With other vendors, we've had to go through several levels of support in order to get our questions answered. With Rubrik, we were immediately connected to a Level 3 engineer who resolved our issue in less than an hour."

- **Accelerated compliance for audits**: "As a nonprofit, we need to pass yearly audits to meet our policy guidelines for backup, archive, and restore DR/BCP requirements. Rubrik will provide our auditors with clear evidence of compliance for backup requirements."

TOTAL HARD SAVINGS BEFORE AND AFTER RUBRIK

Rubrik has helped Sesame Workshop reduce its TCO by 40%. "By switching to Rubrik, we will save hundreds of thousands of dollars over five years in licensing fees and server costs," said Cordero.

Before Rubrik | After Rubrik

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