



CASE STUDY

Mad Media, Oceanside, CA
Multidisciplinary Marketing and Creative firm



Lost! Irreplaceable X Games Footage, 8TB recovery keeps Mad Media in action

Data Loss Situation

Mad Media is a San Diego-based marketing and creative firm that produces branded advertising and web-based viral film campaigns for a host of clients including Red Bull, DC Shoes, Element Skateboards and Subaru of America, sponsor of the ESPN Summer X Games. Mad Media documents nearly fifty action sports and motor sports events annually and creates engaging media that is distributed on a variety of formats including Blu-Ray DVD. Mad Media recently finished construction on a new HD edit suite, outfitted with the latest Mac Pro, AJA IO HD front end, as well as a Sonnet Fusion™ D800 RAID 8TB storage system. When a series of power surges, caused by the Southern California wildfires, damaged the storage system and prevented access to the directory file, Mad Media faced losing hundreds of project hours, as well as irreplaceable HD content. “It was absolutely gut-wrenching,” said Joshua Martelli, Director of TV & Film Production. “The scope of work that we execute is very advanced and we are competing with both large national agencies and very adept production groups in LA. We can’t afford to tell a client their footage is lost.” A Sonnet representative referred Martelli to the experts in RAID recoveries—DriveSavers.



“A growing number of producers, designers and production groups are now storing multiple terabytes of valuable, and in many cases, irreplaceable work on redundant storage devices. We are all tasked with protecting this critical data—and ensuring that we have reliable data recovery partners,” said Martelli. “Let’s face it. Problems do come up!”

Data Recovery Solution

Recovering the 8TB file was no small task. To put it in perspective, The Library of Congress stores a total 10TB of data. The DriveSavers MAC and Unix Enterprise Systems Engineers rebuilt the directory file and recovered all the critical data in less than 2 days. Proficient in all leading audio and video editing technology, the engineers were also able to test and verify the recovered data, returning it to its original state before the crash, saving Mad Media hours of editing time. “Every piece that we work on has a deadline,” said Martelli. “DriveSavers enabled us to pick up right where we left off with some really important projects.”



Mad Media dodges a major bullet after an 8TB RAID system failed due to a series of power surges. “I immediately gave DriveSavers a call when I learned that Apple and Lucas Film were among their many happy customers,” claimed Joshua Martelli, Mad Media’s Director of TV & Film Production. “It was clear they were used to dealing with complex technology and valuable content. The Data Recovery Advisor’s recommendation that I contact my insurance company saved me the cost of the recovery as well.”

We Can Save It!

DriveSavers has recovered more data for film and audio studios, musicians, game developers, photographers, web/graphic designers and other creative professionals than any other company in the world. DriveSavers offers the fastest standard turnaround time at 24 to 48 hours and our certified Cisco® self-defending network provides the highest level of data security available in the industry. We can recover data from all operating systems, all storage media and all types of failures. Our engineers are certified experts at recovering encrypted files and drives. DriveSavers is recommended by all leading encryption software vendors, as well as leading manufacturers of data storage devices—our data recovery work will never void your original warranty.



DriveSavers RAID Recovery Services

DriveSavers Enterprise Systems Group recovers critical data from all types of high-capacity RAID, NAS, SAN, tape and multi-disk servers, including those that have suffered multiple drive failures, severe corruption or damage from a natural disaster. DriveSavers engineers are the best in the industry at dealing with firmware failure, logical and physical data loss. They routinely recover databases, ERP/accounting systems, mail servers and other mission-critical data for organizations of all sizes. Our Class 100 Cleanroom provides a particle-free environment to safely perform complex microsurgery on sensitive server components.

Leading Storage Device Manufacturers Recommend

DriveSavers Your enterprise data is safe with us: all leading server and storage device manufacturers confidently refer their customers to DriveSavers. We guarantee that our work will never void your original warranty.

Certified Engineers Are Experts At Recovering Encrypted

Data DriveSavers engineers have been trained and certified to recover file-level and disk-level encrypted data. Leading encryption vendors, such as GuardianEdge, Utimaco/Safeguard, PGP and PointSec, recommend DriveSavers data recovery services to their customers.

The Most Secure Network in the Data Recovery Industry

At the foundation of DriveSavers secure data recovery environment is a Cisco® self-defending network—one of the most advanced infrastructures available in the technology industry today. The integrity of your data will not be compromised.

Custom Solutions For Data Security During Data Recovery

DriveSavers can provide customized data recovery solutions to meet your most stringent data security requirements. Our Facility Security Officer is available to discuss your needs and customize security levels beyond those we routinely provide.

Digital Arts Division Specializes in Time-Sensitive Data

Recovery DriveSavers caters to film and audio studios, musicians, game developers, photographers, web/graphic designers and other creative professionals. We know the importance of returning data in a complete and usable format, ready for your next stage of work or public release. Our data recovery engineers are proficient in all digital arts tools:

- Apple QuickTime
- Apple Final Cut Pro
- Avid Media Composer
- Digidesign ProTools
- Adobe Photoshop
- Adobe After Effects
- Final Draft
- Alias Maya
- ...and others

Digital Arts Partner Program Provides Instant and Automatic Savings

DriveSavers discounts and benefits are designed to surpass your customer service expectations. The more you take advantage of them, the more you stand to gain. It's simple and free to join. Just complete the online application at www.drivesavers.com. For more information call a Partner Program Specialist at 800.440.1904.



Contact a DriveSavers Data Recovery Advisor:

- 800.440.1904 or 415.382.2000
- www.drivesavers.com
- GSA Schedule #GS-35F-01215

We can save it!

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How to Protect your Valuable Data

1. Use up-to-the-date hardware and software utilities for data security, such as firewalls and virus protection.
2. Scan all incoming data, including packaged software, for viruses.
3. Invest in a redundant backup system and have a comprehensive backup strategy using software compatible with the operating system and applications. Make copies of all critical data files.
4. Regularly test the backups to verify that data—especially databases and other critical files—are being backed up properly. Assess and update the backup strategy periodically.
5. Keep at least one verified copy of critical data offsite.
6. Heed early warning signs of impending disk-asters: scraping, clicking, tapping or humming sounds. Power down the system immediately to avoid media damage.
7. Document your server's configuration settings. This will save time if physical disaster destroys the storage device, the operating system fails or you make new changes that don't work as expected.
8. Do not attempt recovery yourself on severely traumatized drives (i.e., running off-the-shelf recovery software or diagnostic tools) as this could cause permanent data loss.
9. Configure another computer/server to temporarily replace the problem unit, restore available backups onto the new unit and reconfigure it as necessary to begin productive work.
10. Contact DriveSavers for data recovery advice. Because of the broad range of complex operating systems—such as Windows, Mac OS, OS/2 and UNIX—using utility software can potentially cause data loss.