

## The Company

Funjacket Enterprises is a one-stop media shop for advertising, branding, and video post-production. Before starting Funjacket Enterprises, director Drew Takahashi began his career working with well-known Hollywood figures like George Lucas on American Graffiti and Francis Ford Coppola on The Conversation. Today, Funjacket Enterprises works on a variety of multimedia projects that produce a massive amount of data that must be stored and accessed, requiring a solution that is easy to manage and able to keep up with data growth over time.

## On a Mission to Consolidate a Motley Crew of Drives

As emperor of Funjacket Enterprises, Drew has been directing and editing videos for over 30 years. He had a large amount of video files spread out across hard drives, Firewire800 and USB drives that are located around his office. With data stored on individual machines, Drew was constantly moving things around as he tried to locate specific files or information. He never felt secure about having everything “kind of” backed up and found it difficult to keep track of his files.

After first reviewing network storage devices, Drew determined that the administrative work and RAID restrictions made them too complicated to be effective.

## Simplicity Found with Drobo and DroboPro

Takahashi first purchased a four-bay Drobo in August of 2008 and quickly found that it was the ideal solution for the mass of data he already had, as well as being expandable so that the solution could continue to keep up with his growing work portfolio over time. With Drobo, Drew can store and access all of his data from a single location and disk redundancy ensures that it remains safe.

In addition to the Drobo, Takahashi owns the 8-drive DroboPro® unit which he connects to his MacPro through a Gigabit Ethernet iSCSI interface. Utilizing the iSCSI interface, the DroboPro is fast enough to meet his video editing requirements, allowing him to do even more with less technological complexity. Using the DroboPro, Takahashi can edit 720p hi-def off his Mac Pro in After Effects and Final Cut Pro using ProRes.

Drobo and DroboPro let Takahashi focus on the creative aspects of his video projects rather than the technical details. “It was very interesting to see how Data Robotics has balanced that fine line between additional capabilities, allowing users to have a lot of control over things, while still being plug and play. In my situation, with a lot of very different uses, a lot of changeups in the workflow, and a lot of data to store, it’s just perfect.”



### Quick Facts

**Company:** Funjacket Enterprises, a one-stop shop for advertising, branding and video post-production

**Problem:** Needed a simple, flexible, and fast solution that could store multiple types of data in one location without requiring technical expertise

**Solution:** Deployed Drobo as a single, reliable backup solution for project files and deployed DroboPro for video editing and protection against data loss or drive failure.

*“Drobo has amazing capability but it doesn’t become a technical responsibility... In my situation – with a lot of very different uses, a lot of changeups in the workflow, and a lot of data to store – Drobo is just perfect.”*

- Drew Takahashi