



SUCCESS STORY: Red Dreams

Storage for up to 16 bay NAS solutions



“WD has never let us down.”

IAN MCMANUS, FOUNDER, RED DREAMS

Red Dreams uses **WD Red™ Pro Drives**

WD Red Pro hard drives integrate WD's exclusive technology, NASware 3.0, to provide unparalleled support for drive compatibility, reliability and performance.





WD Red Pro

NAS Storage



Ian and Dawn McManus founded the charity Red Dreams as a 'living legacy' following the tragic and sudden death of their son Kyle in 2007. The charity's name comes from Kyle – he would tell Ian and Dawn that his most creative dreams were coloured red. Kyle loved all of the creative arts – singing, writing, acting and art – and **Ian and Dawn wanted to support other young people to pursue their dreams and gain confidence through creative arts and media.**

Ian says that Red Dreams' remit is so much more than the creative arts: "Red Dreams helps the young people build confidence and self-esteem, too. Young people can join, develop their creative skills, socialise with like-minded individuals, and build confidence and self-esteem in a safe and comfortable environment."

After some amazing donations, the charity began by paying for singing lessons for local youngsters and renting rehearsal spaces for aspiring local bands. By 2009, the charity had established its first permanent home – a small, self-refurbished unit in Hartlepool with a rehearsal room, small vocal room, and basic recording facilities. Two years ago, the charity moved again, into its present home: a specially designed building boasting two recording studios, three rehearsal rooms, three vocal rooms, a media editing suite and offices. As a result, Red Dreams has been able to increase the number of young people it can assist.

This expanding programme has led to a requirement for Red Dreams to upgrade its IT infrastructure, including its storage systems. The charity needed a system that could handle the rapidly growing quantity of files and data. That's where the storage expertise of WD and the ease of use of its hard-drives came into play.

"In the past, we were moving external hard drives from computer to computer," says Ian. "We had a system for archiving but only one person could use it at a time, it didn't have much room, it had very poor read and write speeds, and the most frustrating thing was that it was always crashing. It was not much use for what we needed. **We create all kinds of creative files – photos, films, office files, music. It all needs to be safely stored and backed up and easily accessed.**"

Recently, the charity opened its own live venue and a not-for-profit music label and Ian explains how this has created further demands on file storage: "We have 40 original songs recorded for our music label, Otiss Music. They need to be stored securely, and be available for editing. In addition, we have more than 700 original recorded songs and musical arrangements created by the young people with whom we work. Our storage is our history."



“We also undertake paid film commissions and have worked with Hartlepool FC, Street League, political parties, police cadets and a number of local dance schools to create promotional videos and film showcases for them. **Knowing we have robust and secure storage is absolutely vital for film making – it’s really important that we have quality data storage.**”

“Over the last two years we’ve supported more than 15 apprentices and six interns in creative media and related crafts, such as web and social media management, and music label management, and all that information needs safely storing too.”

To meet its growing requirements, Red Dreams installed a QNAP TS-670 NAS solution. The TS-670 was populated with six WD Red™ Pro 4 TB drives. With a 35-percent MTBF improvement over standard drives, the WD Red Pro drive is designed for the 24x7 environment.

Red Pro drives also feature WD’s exclusive advanced firmware technology, NASware 3.0, which enables seamless integration, robust data protection and optimal performance for systems operating in demanding NAS environments.

In this way, the WD and QNAP solution provides secure, scalable and reliable data storage for Red Dreams’ mission-critical business applications and fast-growing data storage needs. The TS-670 delivers high performance with persistent throughput with up to 450MB/s read and 432MB/s write speeds.

Ian says: **“The installation was incredibly straightforward, once we had set up the QNAP base model, it was just plug and play with the WD Red Pro hard drives: boom and that’s it! Knowing that we now have reliable drives and we aren’t going to lose any of our ever-growing valuable data is such a good feeling.**”

Without this newly available storage space we couldn’t have taken on as many projects as we have in the last year. We would have struggled with the music recordings, in-house filmmaking, photo editing and the film commissions because everything would have taken four times longer, maybe more.”

The new storage solution enables multiple users to access the same sets of data simultaneously. Ian explains: “We use Premier Pro – a non-destructive





editing software – which is drawing from the drives all the time. We can have three people working on the same recording. Before, this was not possible. We would have to wait for one person to finish and then wandered down the corridors with USB sticks or portable hard drives.”

The WD and QNAP solution has transformed the way Red Dreams’ staff and volunteers and the young people do their work.

Ian continues: “I can’t imagine going back to the days when we were uploading footage to three different hard drives so three people could work with it – or back to the days when we’d be frantically searching for songs stored ‘somewhere’ on a drive. Now, all the data is centrally stored and accessible, backed up and on reliable kit. **That’s what makes WD so important for us – it’s at the nucleus of what we do.**”

WD Red Pro drives have been designed specifically to meet the needs of small-to-medium-sized operations and can scale up to 16 bays for large-scale NAS environments. The drives carry a five-year limited warranty and have been engineered to handle increased workloads.



The quality and reliability that the Red Pro drives offer is vital for the charity. Ian says: “We don’t want to lose data. It happened once, in the old days, when we had pulled together hardware from all over the place. A drive failed at a music festival and we lost 3 TB of footage. That’s why we made the switch. And WD drives have never let us down. **A network is only as good as the hardware in it. Data storage is reliant on the quality of the drives. On quality, WD has never let us down.**”

For more information, please call WD: +44 (0)1372 366 000

Western Digital, WD and the WD logo are registered trademarks in the U.S. and other countries. WD Red is a trademark of Western Digital Technologies, Inc.

Other marks may be mentioned herein that belong to other companies. © 2015 WD, a Western Digital company. All rights reserved.

As used for storage capacity, one gigabyte (GB) = one billion bytes, and one terabyte (TB) = one trillion bytes. Total accessible capacity varies depending on operating environment. As used for transfer rate or interface, megabyte per second (MB/s) = one million bytes per second, and gigabit per second (Gb/s) = one billion bits per second.

www.wdc.com

2579-800235 May 2015

