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Adam Bauman,
Video Coordinator,
Basketball Program,
Santa Clara University

Basketball Team Scores More Time to Win Games

Western Digital®’s small office storage server helps Santa Clara University’s basketball program streamline video management and reclaim valuable coaching time.

The men’s basketball coaching staff at Santa Clara University (SCU) wanted to spend less time juggling videos and more time coaching. SCU is a private Jesuit university of 8,000 students in California’s Silicon Valley. Its NCAA Division I basketball program wins games through hard work, great coaching and careful analysis of player performance.

The coaching staff records all of their games and practices and as many of its opponents’ games as possible. Adam Bauman, video coordinator for the team, was spending so much time managing videos that it cut into the time he needed to watch the videos to assess the competition—the fun part of his job.

The team stored its game videos on portable hard drives and backed them up to DVDs. Bauman’s closet-size office was piled high with DVDs containing game videos dating back to 2006. When the team traveled, Bauman brought multiple hard drives that contained the recordings of every game played during that season, as well as scouting footage on future opponents.

Before each away game, Bauman spent hours thinking about all the video footage the team might need. After each game he spent hours burning and mailing DVDs of game footage to coaches, team members and other teams.



Secure Video Sharing

In fall 2011, the SCU basketball program added a behind-the-scenes team member that has helped organize its video archive: a WD Sentinel DX4000 small office storage server. This network-attached storage server is no bigger than a basketball, stores up to 9 terabytes (TB) of data and provides secure remote access to data from any computer with an Internet connection.

The team now stores all game videos on WD Sentinel and provides access to whomever needs it. “WD Sentinel has allowed us to put all of our video files in one place and make them accessible to our staff from anywhere in the world,” Bauman says. “With WD Sentinel on our team, it’s like having a personal assistant who always has everything we need.”



More Time for Coaching

Bauman now has several extra hours of time each week that were previously used to manage videos but now can be spent coaching. “Instead of copying and pasting video files, I can spend time on the important stuff: watching our opponents and figuring out how to play against them,” he says. He no longer carries a case full of hard drives on the road, nor does he spend hours before each game trying to anticipate everything he’ll need.

Fast and Multi-talented

Thanks to the Intel® Atom™ processor inside WD Sentinel, even monstrous video files transfer at a blazingly fast speed. Plus, WD Sentinel is pulling double duty by backing up the SCU basketball department’s 12 PCs each night. “Being able to automatically back up all the computers in our office on a daily basis is huge,” Bauman says. “With so much malware out there that could crash our PCs, WD Sentinel delivers tremendous peace of mind; it’s backing up our systems at night when we’re home sleeping. Now if something were to go wrong we would have the ability to recover individual files or an entire computer.”

Because WD Sentinel has 8 TB of storage, the team is moving not only videos, but all departmental files onto it, including practice plans, scouting records, recruiting documents, player academic records, schedules and more. Everyone on the basketball staff will be given 24/7 access to the files they need and are authorized to see, rather than e-mailing large attachments back and forth.

Savings of \$3,000+ Over Six Seasons

By using WD Sentinel, the SCU basketball program is saving about \$400 per season on DVDs and \$150 on hard drives, or about \$550 a year. “Our WD Sentinel can hold up to six seasons of video footage, so for those six years we won’t have to buy DVDs and hard drives—a \$3,300 savings,” Bauman says. That’s not to mention the time and associated labor costs and the space saving in his small office.

“Every educational institution is cutting costs, and WD Sentinel gives us an effective way to reduce costs without sacrificing capabilities; in fact, we’ve gained important new capabilities with this 24/7 personal assistant,” Bauman concludes.