The emergence of new media such as social networks continues to impact the traditional media industry in China. Even with its long development history and mature ecosystem, the industry has found it challenging to keep up in this fast-changing environment. As a leader in cloud computing and big data solutions, Sugon helps the industry keep pace with new media developments through its XData* big data solution, allowing them to make full use of rich content, graphics, audio and video resources, and other assets. With XData, Sugon enables the industry to provide excellent content for end users.

CHALLENGES

- **Unify data management.** Enable centralized management of scattered multimedia resources to allow converged storage of both structured and unstructured data.

- **Simplify IT architecture.** Develop a standard information resource service system to lay a strong foundation for meeting the demands of evolving business types and future applications.

- **Improve search precision and efficiency.** Strengthen historical data analysis and associative data processing through an improved text retrieval process and develop different indices for various content types such as text, graphics, audio, and video.

SOLUTION

- **Build a unified big data resource center.** Deploy a resource center that can handle large amounts of data using 80 servers based on the Intel® Xeon® processor E5-2600 v2 product family to allow real-time and unified management of both historical and future data.

- **Deploy XData big data analytics platform.** Adopt XData-DRAC* parallel database and xData-Hadoop* distributed system architecture to allow high-speed reading and writing, analysis, and computation of massive amounts of structured and unstructured data.

- **Add Intel® SSDs.** Use Intel SSD DC S3500 Series as a high-speed cache memory to enable near-real-time queries and retrievals, statistics, and analysis of data resources.

IMPACT

- **Met media industry’s business demands.** The new solution allowed the centralized storage and management of massive data to meet the media industry’s demands for unified data storage and business search requests of reporters and editors.

- **Increased user engagement and page access depth.** Being able to efficiently classify users into different groups through cluster analysis helps increase user engagement and page access while reducing the bounce rate and improving business.

- **Enhanced real-time query and response.** When tested with 2 billion pieces of news data including text, photos and videos, the XData big data analytics platform showed optimized performance, allowing simple, fuzzy, and multi-condition queries to receive real-time response.

For one of China’s largest news media agencies, we deployed the XData* big data platform based on the Intel® Xeon® processor E5-2600 v2 product family, allowing storage consistency of index data from multiple media resource libraries and scattered multimedia resources. Utilizing Intel® Solid-State Drives (Intel® SSDs) DC S3500 Series allowed XData to deliver near-real-time query performance.

Cao Zhennan
General Manager, Solution Center
Sugon

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Explosive growth of data raises storage and management issues

Radio and TV media enterprises use various management platforms and file management application systems to enable digitalization of traditional media. Digital resources—like terabits of news releases and petabits of graphics, audios and videos—are usually stored in multiple scattered servers and under different departments inside media companies. As the number of news releases and graphics, audio, and video resources grows, finding data storage and management solutions to keep up with this massive explosion of data is a major challenge.

Value of media data not maximized

Historical data gathered from readers also faces the challenge of insufficient
Centralized storage, analysis, and real-time retrieval of massive amounts of digital data

Architecture of Sugon’s XData big data analytics platform based on Intel Xeon processor E5-2600 v2 product family and Intel SSD DC S3500 Series

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