CloudLanes

Customer Name:
Turlock Poker Room & Casino

Country or Region:
United States

Customer Website:
www.turlockpoker.com

Products and Solutions:
Cloud Video Accelerator
Microsoft Azure Storage

Business Need:
Video Surveillance Archival
and Preservation

The Turlock Poker Room & Casino Goes to Cloud for Video Surveillance

The Turlock Poker Room & Casino, has been in business since 2004 and has established itself as a premier venue for the game of Poker as well as table games. While the increased traffic brought in increased revenues and profits, it also carried increased risks with respect to criminal activity, increased requirements for monitoring gaming infractions and identification of high risk activities during cash transfer.

The Business Need

The casino decided to invest in a state of the art video surveillance system from Exacq Technologies which provided high resolution camera footage, up to and including some 4K cameras. The average storage output by each camera was 2TB/ day and growing. The challenge was that each video camera that came equipped with the system could only effectively store up to 32 TBs of data locally on the server and on the local storage area network. The casino was looking for a scalable way which allowed them to archive the videos in a secure, auditable and searchable manner. Furthermore, in case of an incident they wanted to be sure that the video was not tampered with and was available for the California Department of Justice mandated 30 days.

> *"Our business needs dictate that we keep all video surveillance data for a period of 30 days. With the increase in video surveillance data, we were looking for a platform which allowed us to archive the videos in secure, safe, auditable and searchable manner' "*

CORINNE RHEINSCHILD,
THE TURLOCK POKER ROOM & CASINO

The Technology Options

The Turlock Poker Room & Casino had been historically storing all of their video surveillance data in their on-prem data center. Their local storage requirements, historically were satisfied by SAN infrastructure. With the explosive growth of their business with storage requirements increasing to roughly 2TB/day, it was becoming impossible to store this mandatory data in the on-prem data center.

The search for scalable, secure and flexible solution led the casino to evaluate options in the cloud. The casino was looking for a way to leverage the cloud not just for economics, but also for potential leverage of cloud native tools such as Cloud native search, cloud native streaming of selected videos and potential leverage of media analytics and facial recognition for this archived video content.

Besides the allure of better economics via the cloud, they wanted to natively leverage cloud native tools to cross check historical video records for trends insights and risk mitigation – and wanted a seamless experience either from on-prem or via cloud. The need for such analysis was "bursty" and typically peaked during evening, weekends and holiday season and waned during other times.

The casino considered contemporary secondary storage solutions but found the solutions to be not cost effective and limiting in terms of their cloud native integration. These solutions came with vendor specific cloud tools and did not natively and easily tie into cloud native tools, software and engines. To achieve the casino's objectives with appliance oriented secondary storage solutions, the company was looking at an 8-month deployment cycle, significant high six figure CAPEX investment and envisioned hiring of consultants to drive the necessary cloud integrations as one off projects. The casino picked Microsoft Azure as their cloud vendor due to the attractive economics of the Azure cool storage along with strong cloud portfolio of cloud software (AMS). The casino was in search of a solution that tied all the software and tools that Azure had to offer for videos directly to on-prem surveillance solution without the need for custom services projects, while benefiting from cloud storage economics.

They evaluated many alternative solutions to satisfy their needs, such as buying more servers, and additional SAN storage, but neither of these were feasible in terms of cost, administration and establishing a long-term expansion plan in the foresight.

The CloudLanes Solution

CloudLanes offered a platform that seamlessly integrated with the casino's video surveillance system without any change to their software or process, while natively integrating with Azure video assets as well as storage. The surveillance system used CloudLanes as a "native" archive resource. The videos once in the cloud could immediately leverage Azure video portfolio, without any impact to the on-premise video engine, retention or recall options.
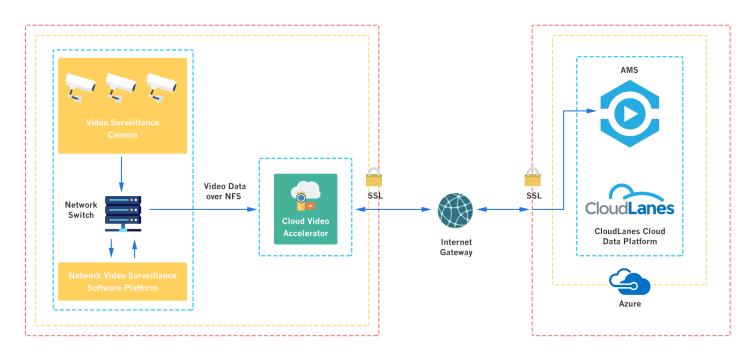
The CloudLanes file preservation solution with Microsoft's Azure Cloud was the answer. Block diagram of the solution is outlined below

CloudLanes Cloud Video Accelerator

Video surveillance cameras record all the live feeds and via a network switch they go to Network Video Surveillance Software and to local SAN storage for 7 days. After local retention of data over a week then video surveillance software natively archives data to CloudLanes ingest engine based on video archival policy. Once the data lands in CloudLanes' Cloud Video Accelerator, based on the file archival policy, the video files start getting archived to Azure, with optional preservation policies of WORM, retention locks. Cloud native verification services checks the validity and the integrity of the video to ensure that no part of the videos were compromised either during transmission or when at rest. These checks are run periodically to ensure video integrity Based on the network

resources at the disposal, video files will be archived at the same network uplink rate. Upto 50TB/day of video upload per ingest instance is possible assuming b/w is available. Each additional instance provides incremental 50TB./DAY Once the file is archived, then local copy of the file is deleted, leaving just a stub. Beauty of the CloudLanes Cloud Data Platform solution is that if any restore request comes for the small clip from the video file by the application, then only the requested data is downloaded from Azure and not the entire video file.

As part of phase 2, the Turlock Poker Room & Casino plans to leverage Azure Media services, Azure search, Facial recognition and analytics with native integration of the video assets provided by CloudLanes. CloudLanes along with Azure provides the business with a competitive advantage in terms of agility, cloud economics, risk mitigation and ability to drive additional monetization opportunities by leveraging the cloud.