

Exos Drives Aren't Just For Data Centers.

Case Study



Influencer

Sam Kolder

Industry

Filmmaking

Instagram

@sam_kolder

Here's how nomadic filmmaker Sam Kolder uses hard drives in his workflow.

Social media star Sam Kolder understands the importance of reliable, high-capacity data storage solutions. Without such digital tools, the adventures he chases and captures on camera risk vanishing into thin air.

So when the Canadian moviemaker with 1 million Instagram followers turned to the Nova Scotia company 45 Drives, he did it because he wanted more security, reliability, and space for his labors of love. He and his team needed a data storage solution that would keep their footage safe during travels, allow them to access and process from anywhere in the world, and keep up with their fast-paced workflow and ever-increasing data storage needs.



Made for Enterprise, Trusted by Creative Professionals

45 Drives, a company that provides computing resources within an open storage platform to create a server solution, had just the thing for Kolder. They provided him with the Storinator™, which is built with a Seagate® helium Exos™ X10.

Exos is Seagate's premium enterprise-class drive. It provides high reliability, massive storage, and superior performance—which makes it the drive of choice for hyperscale and traditional data centers. Increasingly, Exos is being used by creative professionals like Kolder who must keep large amounts of data secure and accessible at all times yet want to simplify their workflows.

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The helium Exos X10 in Kolder's Storinator removed his data-security headaches. Additionally, it relieved him from the very time-consuming task of manually backing up files.

"Before we used this solution, when we'd make changes on the original storage device, we'd then have to make the same edits on the backup drive, which took a lot of time and effort," Kolder says.

The Exos-powered storage system allows Kolder to automate data backup.

Proven Reliability

In September of 2018, Kolder found himself shooting in Bali. "We didn't want to have to bring the iMac," he says. "It's bulky, there's paperwork that needs to be filed, I'd have to declare it. It's just too much hassle."

With his Exos-powered data storage solution, Kolder could access his home computer, an iMac Pro, and manipulate his footage while traveling in the remotest parts of the world.

When he first heard that the Storinator is powered by Exos, Kolder felt reassured because he has a positive history with this particular Seagate product.

"First time I used Seagate drives was after a drive from another company completely died and nearly gave me a heart attack," he recalls. "Two more of them, from Seagate's competitor, died on me. I was heartbroken because I lost some files, and it cost a lot of money to recover a small portion of it. That's when I learned how important redundant backup is. So I got Seagate's 4TB portable drives about three years ago and started using them pretty consistently. We have never had a crash or failure with about 20 or 30 Seagate drives we used. Never had any issues. That history of reliability made me confident to stick with Seagate. Now that we can have all our files in one Exos-powered system, we continue to count on that reliability."

Raw Footage and the Need for More Space

"I'm all about story," Kolder says. "But I'm just as committed to quality. They are equally important. With the constant advancement of video technology, and 4K and 6K video being a thing, raw footage can take up a lot of space. So we needed a storage solution that could handle that."

Seagate is proud to support adventurers and creative professionals like Sam Kolder with high-capacity Exos drives that allow them to harness and share the world's most enchanting scenes.

"Having everything from one year's worth of shooting on just one powerful drive, rather than fragments on multiple drives makes my life much easier," Kolder says. "My flow is easier too, because there is no stress or anxiety over my files."

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—Sam Kolder

Filmmaker and Adventurer



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Seagate Technology LLC 10200 South De Anza Boulevard, Cupertino, California 95014, United States, 408-658-1000
Seagate Singapore International Headquarters Pte. Ltd. 7000 Ang Mo Kio Avenue 5, Singapore 569877, 65-6485-3888
Seagate Technology SAS 16-18, rue du Dôme, 92100 Boulogne-Billancourt, France, 33 1-4186 10 00

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