

Searching for a Fast, Simple Storage Solution



Overview

Alison and Adm are a wedding photography power-couple for Alison Yin Photography. They met while working as photojournalists for the Modesto Bee. Alison started photographing weddings as a hobby and for extra income on the side. Her growing passion for wedding photography inspired her to pursue it as a full-time profession.

The couple likes to use documentary-style filming to capture a wedding in the most natural and raw setting. What the couple loves the most about wedding photography is the ability to capture one of the most scared moments in someone's life.

"It's a high to know you've mastered it and gotten the moment," said Adm.

Challenge

Alison Yin Photography struggled with their outdated storage server because it was inconvenient and had an extended lag time. They also found the more photos they uploaded, the longer the lag time was. To put that into perspective, the amount of data Alison and Adm worked with, just two weddings had over 20,000 images. Therefore, with each additional wedding, they found their server was increasingly lagging and unable to accommodate the intense data load.



As photographers that constantly work with multiple clients, it is crucial Alison and Adm navigate each client's information and photos quickly. The server lag delayed an already time-consuming process, as each photo had to go through multiple file conversions and be edited depending on what the clients requested. All this had to be executed in a timely manner because Alison Yin Photography strives to turn around the images in two weeks.

"It's stressful when you're a photographer and waiting for the next photo to come up," said Adm. "In the high end wedding photography market, you need to be able to deliver at a different level."

Challenge

Alison Yin Photography struggled with an outdated storage server, which experienced lag time and couldn't accommodate the intense data load from her event photography. The server lag was a time-consuming process because each photo had to be edited and go through multiple file conversions.

Solution

The Drobo 5N provided a simple, fast, and organized solution for Alison Yin Photography. It was able to work across different networks and is faster, safer, and provides secure protection.

“The old server was making it really hard. With Drobo, we are getting the work done in a couple hours, rather than getting it done in a whole day.”

Solution

Alison Yin Photography now uses the Drobo 5N as their server. They centralized their data on their Drobo so all files are in one place and easy to access. They found that the Drobo 5N was convenient when they needed dedicated performance for uploading large media files after each photo shoot. With the Drobo 5N, they could connect to any Ethernet port without any configuration, which made the files easy to access and to store.

For additional backup support, Alison Yin Photography uses the Carbon Copy Cloner software on their Mac. They also use Photomechanics to edit their photos for the minimal lag time.

Results

Drobo provided a significant improvement in data organization and navigation for Alison Yin Photography. They were especially happy that the Drobo 5N remained on a single drive, but was able to work smoothly across different networks.

Drobo's technology has allowed Alison Yin Photography to deliver pictures on Facebook within just a few days. "The old server was making it really hard," said Adm. "With Drobo, we are getting the work done in a couple hours, rather than getting it done in a whole day."

"Time is the biggest need for photographers," said Alison.



Drobo helps alleviate this issue and helps professionals such as Alison and Adm store large amounts of data in a way that is faster and safer.