How the Philadelphia Eagles used Helmut4 to transform project workflows and editorial visibility

Overview

A major club of the American Football league undertook a major transformation of its media and editorial infrastructure—moving from an aging on-premise environment to a modern hybrid-cloud ecosystem centered on Adobe Premiere Pro, Mimir, and Helmut4. With over 500+ terabytes of active storage, a team of editors and producers, and a wide range of content from games, community events, and social media campaigns, the organization needed more than just a media asset manager (MAM). It needed project-level visibility, asset tracking, integration across platforms, and workflow automation.

Helmut4 emerged as the missing link between asset storage and editorial workflows, offering the project awareness and flexibility the team didn't know they were missing.

The Challenge:
Silos, Shadow Storage, and Workflow Gaps

The team previously relied on Reach Engine as its MAM, coupled with an LTO archive and a Fiber Channel SAN. While Reach Engine offered decent automation capabilities, its structure lacked the granularity to manage Adobe Premiere projects, especially as editors began pulling media from various sources—including outside the MAM.

Key problems included:

- Unmanaged media stored in isolated project folders on shared storage
- No visibility into which assets were used in which projects
- Duplication of content, sometimes needlessly copied from MAM to SAN
- Lack of tracking on project-based usage, storage consumption, or ownership
- Rigid delivery workflows that required ingest completion before content could be published
- Siloed systems, making integration between editorial tools and storage infrastructure difficult

These pain points were compounded by the retirement of Adobe Prelude and the need to replace integrated ingest and tagging workflows.

The Solution: Helmut4 + helmut.cloud Integration

Helmut4 was deployed as the project-centric orchestration layer across editorial, storage, and MAM systems. Its flexibility, extensibility, and agent-based architecture enabled the franchise to redesign their workflows from the ground up.

Core Benefits

+ Project Awareness

Helmut4 indexed every Adobe Premiere project across the SAN and made it visible to media managers—showing who created it, what assets it referenced, and how much storage it consumed. This alone helped eliminate blind spots in budgeting and SAN expansion planning.

"Helmut4 gave them something they didn't even know they needed: visibility into the entire project ecosystem. It allowed the non-editorial media managers to track storage and workflows without understanding Premiere."

+ Automation of Ingest & Delivery

Helmut4 decoupled ingest and delivery, enabling editors to immediately deliver finished content to YouTube or the team's website without waiting for ingest into the MAM. In parallel, ingest jobs ran in the background—ensuring compliance with archival requirements while prioritizing speed to publish.

"With Reach Engine, you had to ingest first. Now, with Helmut4, delivery and ingest are two parallel workflows. That's huge when deadlines are tight."

+ Distributed Processing

Each workstation ran a lightweight Helmut4 agent, allowing distributed transcode and automation processing. Instead of queue-based workflows, actions could run locally—offloading burden from centralized servers and speeding up delivery timelines.

+ Legacy Project Linking

Using historical metadata from the Reach Engine migration, Helmut4 enabled relinking of old projects with current file paths—especially important after the move to Mimir, which manages files via object IDs and cloud-based systems.

+ Extensibility with helmut.cloud

To address gaps in cloud-native integrations, helmut.cloud was introduced to process webhook events, metadata tagging, and downstream automation. For example:

- When assets were tagged in Mimir, helmut.cloud detected the event and renamed titles for better usability in Premiere.
- Custom processes were built to synchronize title metadata across systems—without changing original file names.

+ Storage Optimization

Before Helmut4, the team often hit 80–90% SAN capacity. By identifying duplicates, tracking unused assets, and offering project-level archival workflows, Helmut4 helped them reduce storage waste and postpone SAN expansion.

“They used to assume they needed more SAN. Now they can see exactly where the data lives, who owns it, and how much of it is redundant.”

+ The Archive Puzzle: From LTO to Backblaze

The team initially believed their LTO archive held over a petabyte of data. In reality, only 27 of 125 tapes contained usable data. This discovery allowed them to migrate ~45TB of LTO content to cloud storage via the S3 CLI, drastically simplifying their infrastructure.

Today:

- All content is archived at ingest via Mimir to Backblaze.
- Helmut Cloud handles purge triggers, automatically removing deleted MAM content from the archive to control costs.
- SAN expansion was minimized, thanks to improved workflow visibility and asset management.

Results: Before Helmut4 vs. with Helmut4

	Before Helmut4	With Helmut4
Unmanaged projects	Dozens, slioed in SAN folders	All indexed and tracked
Ingest-to-publish latency	Must complete before delivery	Ingest and delivery decoupled
Visibility into project size and asset usage	None	Full dashboard with file usage, creator and project size
Custom automation and integrations	Limited by MAM features	Fully API-driven via Helmut4 + Cloud
Archive strategy	Fragmented LTO, opaque	Unified cloud archive with automated purge
Storage expansion	Reactive	Predictive and optimized

Looking ahead

Now that foundational workflows are stabilized, the team is exploring:

- Advanced archiving options via helmut.cloud (e.g., push-to-LTO for safety redundancy)
- Deeper integration between Helmut and Mimir for project-based asset restoration
- Template-driven project creation for repeatable shows and campaigns

Why Helmut4?

Unlike traditional MAMs, Helmut4 is built around one core principle: projects matter. It understands Adobe Premiere projects as first-class citizens, tracks assets at the project level, and bridges the gap between editorial needs and IT infrastructure.

“Speed is everything when it comes to our highest-performing content — getting it out fast means more eyes, more impact, and more revenue.

Leveraging over 80,000 workflows a month, our streamlined workflows powered by Helmut4 and helmut.cloud let editors collaborate and move at the speed of the story, delivering while the content is still fresh, relevant, and engaging."

Stacy Kelleher, Director of Production Philadelphia Eagles

About MoovIT

MoovIT, a company of the Avemio Group, provides video and IT solutions for broadcasters and organisations of all shapes and sizes. The company, headquartered in Cologne, specialises in the development and support of workflows for all aspects of post-production, news and archiving at the interface between video and IT. MoovIT leverages particular expertise in the field of technical solutions for collaborative production environments such as sports reporting.

MoovIT Software Products (MSP), a subsidiary of MoovIT GmbH, has been founded to focus on development tasks relating to MoovIT’s standard software brands, such as the Helmut portfolio.

In short, MoovIT is the perfect partner for worldwide support, managed services, software, hardware and integration solutions that accelerate and streamline processes – what we call WORKFLOW IN THE FLOW.