

Creative idea company drives brand innovation from the data center

Barkley accelerates its client services and boosts team productivity by modernizing its technology infrastructure with Dell Technologies solutions.



Business needs

Disparate legacy systems from multiple vendors stood in the way of Barkley's goals for delivering competitive services, empowering its teams, growing the business and operating sustainably.

Business results



Shrinks RPO and RTO from 30 days to < 5 minutes.



Enables real-time video processing from the data center.



Provides secure, easy access to videos and other in-process content.



Scales to support distributed operations.



Empowers a hybrid workforce to deliver superior client services.

Solutions at a glance

- [Dell PowerScale](#)
- [Dell VxRail](#)
- [Dell PowerScale Cyber Protection](#)



**Enables scrubbing of
4k–8k video in real time.**

Barkley, a creative agency that has served leading brands for over 50 years, took a leap toward industry leadership when its innovative approach to research enabled it to understand modern consumers better than the competition. As a result, Barkley experienced an unbroken string of success and growth. Lambert Tomeldan, senior vice president of technology at Barkley, says, "Barkley's mission is to make brands the best brands that they can be. Collaborating with Dell Technologies has allowed me and my team to drive that passion to create the right technology to support leading brands and help them succeed with the modern consumers who are the focus of our expertise."

Modernizing the data center

Barkley's aging data center no longer aligned with the company's goals for serving clients, empowering team members, running efficiently and operating sustainably. The company rebuilt the data center by drawing on expertise and deploying a new infrastructure from Dell Technologies. Tomeldan says, "Dell Technologies enabled us to accomplish things that we dreamed about for the future. Their solutions and expertise allow us to meet the demands of the clients and brands that we represent."

Consolidated storage accelerates production workflows

In the Barkley data center, Dell PowerScale scale-out storage replaced disparate legacy storage from multiple vendors with one unified, centrally managed solution. Built-in security features and the cyber protection capabilities of PowerScale safeguard the company's intellectual property.

Lightning-fast, always-available PowerScale file storage allowed Barkley to resolve its access and performance challenges. With 10GB VRAM on their desktop computers, editors can now scrub 4k–8k video in real time, enabling fast post-production workflows that bring clients' brand messages

into digital media channels sooner. Tomeldan comments, "On Dell PowerScale, we can provide accessibility and ease-of-use to all our partners, thus enabling them to do their best work."

Vast scalability and immediate disaster recovery

With storage media options such as SSD and disk, as well as a range of archival and other storage tiers, PowerScale flexibly and efficiently accommodates Barkley's growing data volumes. "Deploying Dell PowerScale enabled us to accelerate our growth and gain scalability within the data center," says Tomeldan. "With PowerScale, we can scale out and grow in multiple cities, from our Kansas City headquarters to New York City, Pittsburgh and Denver." As PowerScale syncs data between these locations, Barkley brought its recovery point objective (RPO) and recovery time objective (RTO) down from 30 days to under five minutes.

Delivering excellent client services on a turnkey infrastructure

Barkley completed its data center transformation quickly by using an efficient, economical turnkey solution from Dell Technologies. Tomeldan explains, "We didn't need to build out a traditional data center because Dell Technologies delivered a creative infrastructure solution with security, power and HVAC." The company is augmenting its data center technologies with Dell VxRail hyperconverged infrastructure (HCI) to enable real-time video editing for a hybrid creative team using VDI technology powered by NVIDIA GPUs. Tomeldan says, "Dell VxRail will not only enable efficiencies for our teams but will also allow them to serve our clients no matter whether they're at Barkley offices or remote locations anywhere in the world. That will also help us distinguish ourselves from other agencies."



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Senior Vice President of Technology, Barkley

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Enabling environmental stewardship

The innovative Dell Technologies data center infrastructure minimizes power and cooling needs and curtails energy waste through superior performance. Tomeldan comments, “Sustainability is very important to us at Barkley. Implementing Dell Technologies solutions has helped us lower our carbon footprint. That, in turn, allows us to maintain our certification as a B Corporation.”

Innovating for the future

With a modernized data center, Barkley is now poised to take advantage of promising technologies like AI. “Generative AI will be key to our success,” says Tomeldan. “It will enable us to gain insights from consumer data and create predictable models to help our client brands succeed with consumers in the future.”

On its innovation journey, Barkley looks forward to continuing collaborations with Dell Technologies. Tomeldan concludes, “Dell Technologies is a trusted strategic partner that has our back not only when it comes to solutions but also for future-proofing our agency’s scalability and growth.”

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