

## CASE STUDY

### Intel® Solid-State Drives

Performance: Data-Intensive Computing



# Increased PC Performance Streamlines Music Production

## Intel® Solid-State Drive Accelerates Production and Fosters Creativity

WestCoast Cheer Music specializes in creating high quality, custom cheerleading music mixes. Producing high energy mixes that effectively compliment routines and enhance key stunts involves a lot of sample loading, sound effect mixing, audio rendering, and multi-tasking using multiple programs—all of which are IO intensive tasks that are taxing on a traditional hard disk drive. WestCoast Cheer Music wanted to see if replacing the hard disk drive on their production computer with an Intel® Solid-State Drive (Intel® SSD) would reduce problems with slow program loading and the freezing and stalling of programs.



"Now that I am using an Intel SSD, my computer is lightning fast. Programs run much smoother and no longer stall—enabling me to fully immerse into the creative process."

– David Benjamin, CEO, Owner,  
WestCoast Cheer Music

## CHALLENGES

- **Poor computer performance and responsiveness.** The hard disk drive in WestCoast Cheer Music's production computer was frequently stalling and causing programs to take a long time to load.
- **Reduced productivity.** Slow computer responsiveness hindered productivity, slowing the music creation process and creating a frustrating work environment.

## SOLUTION

- **Intel Solid-State Drive 520 Series.** WestCoast Cheer Music upgraded their production computer from a traditional hard disk drive to the Intel SSD 520 Series.

## IMPACT

- **Fast responsiveness and greater productivity.** WestCoast Cheer Music's computer no longer exhibits disk drive related program delays. Accessing files and programs while multi-tasking is significantly faster.
- **New opportunities for working remotely.** WestCoast Cheer Music is now able to effectively complete production tasks with less RAM consumption—providing the option to work from anywhere on a laptop.

Cheerleading music is an integral component of a routine, with some cheerleading competitions even grading it as part of a cheerleading team's overall score.

To create the music, WestCoast Cheer Music had one production desktop computer. Originally it ran on 4GB of RAM with a hard disk drive but performance was not optimal. Music production involves a lot of program multi-tasking and compute intensive tasks and the computer hard disk drive struggled to keep up. Programs occasionally lagged, froze, or were slow to load. Overall, the reduced responsiveness and unpredictable performance resulted in workflow inefficiencies and a frustrating user experience. "It can be really disruptive when you are in a focused on a task and all of the sudden your program starts to lag. It can hinder productivity, not to mention inspiration and creativity" says Benjamin. WestCoast Cheer Music upgraded their RAM to

12GB but still occasionally experienced issues. WestCoast Cheer Music wanted to find a solution that could help boost the computer performance and enhance productivity.

### THE RIGHT TOOL FOR THE JOB

WestCoast Cheer Music upgraded their production computer, replacing their hard disk drive with the Intel SSD 520 Series. They then put the Intel SSD to the test to see how it compared to a typical workstation setup with a hard disk drive and 4GB RAM, comparing the performance on a variety of typical production tasks.

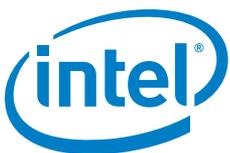
### ENHANCED PERFORMANCE BOOSTS PRODUCTIVITY

The Intel SSD significantly improved computer performance and responsiveness on production tasks. Programs now load much faster—for instance, when loading Adobe Audition\* to record the voice track, the Intel SSD opens the program approximately 75 percent faster. When you consider that the producer must open vocal editing, mixing, and mastering software numerous times throughout the creative process, the time saved adds up. Multi-tasking across programs to complete tasks such as noise reduction, multiband compression, vocal boost, and final mastering is much quicker. “I’m constantly opening and closing different programs or multi-tasking across various programs. I’m amazed at how that time adds up—the responsiveness of Intel SSDs gives me a significant amount of time back in my day so that I can get more done” explains Benjamin.

WestCoast Cheer Music found that throughout the cycle of creating a project, they spend approximately 63 percent less time overall waiting for the drive to complete tasks. Additionally, WestCoast Cheer Music no longer has issues with major program delay due to drive related problems. “My computer seems much more stable since installing the Intel SSD. I feel like I can count on it to just work so that I can get more done in a day” says Benjamin.

The Intel SSD also helps WestCoast Cheer Music ensure that their finalized music is the highest quality possible. Unlike hard disk drives, SSDs have no moving parts and are completely silent. This means that there are no distracting sounds when reviewing a mix in playback to ensure that the pitch and levels are all optimal.

WestCoast Cheer Music also expects the use of Intel SSDs to open up new opportunities for business growth. With an Intel SSD less RAM is required to run music production programs, which means that it is feasible to use a laptop for production work. WestCoast Cheer Music will be able to work from anywhere and be more productive when traveling. It would also enable the business to potentially offer workshops that teach people how to use production software and techniques. “With a laptop taking advantage of the great performance delivered by an Intel SSD, I could show workshop attendees how to use production programs real time, from anywhere” says Benjamin.



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## SPOTLIGHT ON WESTCOAST CHEER MUSIC

Established in 2006, WestCoast Cheer Music creates high quality, custom cheerleading music mixes. Music and voiceovers are tailored to complement and enhance cheer routines.

For more information visit

[www.westcoastcheermusic.com](http://www.westcoastcheermusic.com).



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