

## Bartron Medical Imaging

### QuickView

#### Organization

> Bartron Medical Imaging

#### Industry

> Medical

#### Application

> Long-Term Archive and  
Disaster Recovery

#### Solution

> Plasmon UDO™ archive  
solution, including:  
> Plasmon™ G638 Library  
> UDO2™ Drives  
> UDO2™ WORM Media

#### ROI

> Permanent retention of critical data  
> High reliability, high capacity  
> Mitigates business risk for Bartron  
as well as for its customers



“Because we wanted a solution that was easily scalable but also had true permanence, we realized that Plasmon UDO technology was the only choice... Plasmon stood out as the clear leader.”

#### Fitz Walker

CEO,  
Bartron Medical Imaging

Bartron Medical Imaging is dedicated to the development of imaging systems for medical diagnostic and environmental protection applications. Founded in 2000, the company set out to create a product, Med-Seg, which could differentiate difficult-to-see details from a complex matrix background in medical images, in order to improve diagnoses.

Bartron's Med-Seg unit incorporates NASA technology to provide improved diagnoses for a wide range of medical images, including computed tomography scans, positron emission tomography scans, magnetic resonance imaging, ultrasound, digitized X-ray, digitized mammography, dental X-ray, soft tissue analysis and moving object analysis.

Using the Med-Seg system, healthcare practitioners can take any unmanipulated medical image and segment it to see features in the image that were not previously visible to the naked eye. The clinicians can additionally isolate one particular area of interest in an image to compare it with many other reference images in databases at other healthcare facilities.

### Business Challenge

The Med-Seg product is not only data-intensive, but also the data being analyzed is extremely critical to patient diagnosis. So Bartron Medical Imaging needed to create an archive solution that was reliable and secure, and capable of meeting long-term retention and compliance requirements at a relatively low total cost of ownership.

Because the Med-Seg system moves massive amounts of data — hundreds of terabytes of data in a day — it was critical that the archiving solution have the capacity to easily store large amounts of data. Additionally, because the images are mission-critical to the professionals who are using the Med-Seg system for diagnosing and treating patients, it was of the utmost importance that the solution meet strict compliance and regulatory standards to protect healthcare professionals as well as their patients.

In addition to implementing an archive solution for the data being collected and processed by the Med-Seg system, Bartron was looking for a solution that would protect the company's intellectual property, including the algorithms that make up the Med-Seg product.



• Bartron Medical Imaging  
Maryland  
USA

"After using more than 300 CD-ROMs a month we realized that we need a more reliable, secure archiving strategy," said Fitz Walker, CEO, Bartron Medical Imaging. "Not only was our current solution cost-prohibitive, it didn't meet our compliance or internal policies for data retention. We needed to find a solution that would be the final step in a process to prevent the loss of valuable data and ensure we were storing our data for its entire lifecycle."

With efforts already underway to find a reliable archive solution, Bartron recognized that it also needed a disaster-recovery plan. Bartron's choice of archive solutions became dependent upon whether that solution could also help serve as an important part of a secure, stable disaster-recovery strategy.

## Solution

Bartron Medical Imaging wanted a solution that offered a roadmap for exponential growth as well as media that required less long-term maintenance than the CD-ROMs it was using. After conducting extensive research that included weighing the pros and cons of DVD versus Plasmon UDO (Ultra Density Optical), Bartron decided to implement a UDO archive solution. Plasmon UDO technology met all of the company's project requirements, which included:

- > Compliance
- > Longevity
- > Easy access
- > Permanence
- > Authenticity
- > Security
- > Low cost
- > Peace of mind



"Because we wanted a solution that was easily scalable but also had true permanence, we realized that Plasmon UDO technology was the only choice," said Walker. "Plasmon stood out as the clear leader... Not only does the company's technology have a proven track record, it also has an aggressive path for growth and development that is synergistic with our growth plans."

Bartron Medical Imaging selected the Plasmon G638 library to address its archiving storage needs. Plasmon's UDO2 WORM media, with its 60-GB capacity, easily met the company's need for a solution that delivers safe, long-term storage for highly sensitive images.

The Plasmon solution provides primary, onsite archival storage at Bartron's laboratory location and the company plans to maintain a second copy of its data on UDO2 media at an offsite location as part of the disaster recovery plan.

## Results

Because of constant input of information into Bartron's Med-Seg system, the number of highly sensitive images that need to be archived continues to grow exponentially. But with the addition of the Plasmon G638 library, Bartron can easily meet its goal to manage growing archive demands at a reasonable cost.

"There is no argument that we chose the best of the best for our archiving solution," continued Walker. "Using the Plasmon UDO archive solution makes our product stand out because it mitigates business risk for us as well as for our customers by ensuring that critical data can be efficiently retained, rapidly searched and accessed for the life of the data."

Bartron has seen a significant savings by leveraging a low TCO technology archive solution. In addition, Bartron anticipates future savings resulting from its implementation of a stable and long-lasting archive and disaster recovery strategy.

Alliance Storage Technologies, Inc. offers the only enterprise-class archive solution that ensures data permanence, authenticity, access, longevity and removeability, at the low total cost of ownership that businesses demand.

UDO is a registered trademark of ASTI

ASTI is ISO 9001 certified



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