

**MEDIAZEN****About Customer**

MediaZen is a Korean company on the cutting edge of AI-enabled voice recognition technologies. With a passion for conversational AI and a goal to become a leading provider of AI services, MediaZen is now developing AI platforms for smart vehicles.

[www.mediazen.co.kr](http://www.mediazen.co.kr)

**Geo**

Asia Pacific, Japan

**Industry**

Technology

**Solution Area**

Power Artificial Intelligence

**Pure Storage®****Products in Use**

FlashBlade®

# MediaZen Drives AI Innovation in Voice Recognition

MediaZen's leading voice recognition solutions serve customers across industries such as automotive, education, public service, retail, and telecommunications. To expand its services and continue meeting the needs of the world's fast-changing industries with up-to-date AI solutions, MediaZen adopted Pure Storage FlashBlade to power AI-optimized innovation.

MediaZen has since shortened the solution development life cycle (SDLC) through GPU-based AI model training, accelerating time to market. It also eases maintenance and upgrades and enables MediaZen to efficiently manage computing and storage environments without additional headcount.

"With FlashBlade, MediaZen now has the infrastructure to advance its AI services to meet current and future market demands."

**JONGSUNG YOON,**  
DEPUTY DIRECTOR OF  
NAMZ AI R&D GROUP,  
LEADER

## Impact on MediaZen



Accelerates time to market for new AI services to 4 weeks.



Scales to support expansion into new global markets and industries.



Enhances R&D capabilities that propel AI innovation and competitiveness.

## Challenges



Storage lacked power to efficiently process large, unstructured data/AI workloads.



Expansion of GPU cluster was impeded by difficulties scaling storage.



Complex storage environment with growing data was difficult to manage.

### IT transformation



Accelerates AI-powered voice recognition modeling cycle by 96%.



Scales computing and storage easily to meet AI modeling requirements.



Consolidates and simplifies management of large data environment, with no extra headcount.

## Advancing voice recognition engines

MediaZen's team of data scientists and information engineers are committed to developing AI solutions that make day-to-day work more efficient. Its advanced voice recognition, voice synthesis, and natural language processing (NLP) technologies enable smart customer service automation such as conversational in-vehicle dialogue systems, students' pronunciation analysis, electronic health records (EHR), and global public service kiosks in 24 countries.

MediaZen also operates the NAMZ Language Engineering Research Institute and the Magok R&D Center to enhance its AI-related R&D capabilities. To power this research, MediaZen wanted to build a new, high-performance R&D platform that could accelerate the supply of training data. But first, it needed storage optimized to handle large-scale, unstructured data workloads.

After reviewing several vendors, MediaZen selected Pure Storage FlashBlade for its unmatched performance, flexibility, and scalability.

## Accelerating AI modeling and increasing operational efficiency

Using a high-speed shared storage environment which supports multi-GPU distributed processing, MediaZen has shortened the voice recognition modeling cycle from between six and 12 months to two weeks. It also built a whole new voice recognition model in just four weeks. In addition, MediaZen can process data movement between GPUs and within the shared FlashBlade space more quickly and more simply through integrated networking.

"FlashBlade is innovative for its simplicity in construction and operation," says JongSung Yoon, Deputy Director of NAMZ AI R&D Group, MediaZen. "With FlashBlade, MediaZen now has the infrastructure to advance its AI services to meet current and future market demands. Tasks involving STT modeling that would have taken up to 12 months to complete using the legacy equipment were completed in just 2 weeks with the aid of Pure's solutions. We at MediaZen are thrilled with FlashBlade's superb performance, and the simple operation and maintenance that requires no additional headcount to manage."

## Providing innovative AI services to diverse markets

MediaZen has seen remarkable growth by providing diverse markets with AI-powered voice and language services. Its next goal is to increase sales and enhance its competitiveness with more analytics and AI applications. With FlashBlade, MediaZen has the infrastructure to expand its services to meet current and future market demands.

MediaZen is now well-equipped to take its AI models to the next level with its upgraded storage environment that can handle their ever-increasing workload demands.

MediaZen is committed to delivering continuous innovation with AI technology through the use of Evergreen//One, a flexible storage-as-a-service (STaaS) subscription.

[purestorage.com](https://purestorage.com)

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