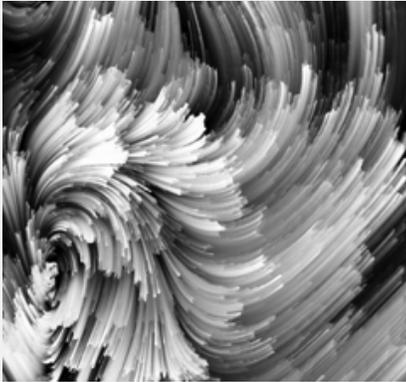


# a52 VFX Studio/ Rock Paper Scissors

## Dell EMC All-flash storage accelerates HD, 2K and 4K post-production



### ESSENTIALS

#### Industry

- Media and entertainment; high-end visual effects

#### Business Challenge

- Consolidate storage while retaining extreme performance for VFX artists
- Reduce production and OpEx expenses

#### Solution

- Partner with solutions provider DZ Solutions
- Add Dell EMC All-Flash Isilon nodes to an existing Isilon cluster

#### Results

- Consolidate multiple HD and 4K post streams into the central Isilon storage
- Increase post-production workflow performance across the board

### VFX IN THE EXTREME

Established in 1997 as a destination for the very latest high-end photo-real visual effects, a52 has become home to the industry's most innovative and talented artists. The boutique full-service studio in Santa Monica works in tandem with award-winning editorial company Rock Paper Scissors and design company Elastic, the latter of which was recently named one of Fast Company's 10 Most Innovative Companies in Entertainment.

a52's collaborations with top directors, agencies and clients include commercial work for Target, Adidas, Chevy and Nike; VFX work on The Social Network; and comprehensive coloring and finishing for the first season of Netflix's House of Cards.

### EXCITING OPPORTUNITIES

To achieve the performance needed to support their sophisticated VFX work, a52 was utilizing a traditional "siloeed" workflow—making use of multiple storage subsystems to support different creative applications. While performance needs were met, the result was a fractured workflow and wasted resources, increasing project costs and delaying time to complete a project.

a52 CTO Kevin Bass reached out to DZ Solutions, one of Dell EMC's top technical partners on the West Coast for insight. "My interest was whether Isilon, with OneFS and all its benefits, would be able to make use of the increased throughput and IOPS that the Isilon all-flash solution provides," said Bass. The ability to consolidate applications from Autodesk Flame to Nuke or Maya to the Adobe Creative Suite in the same file system would create massive cost savings and drastically reduce the time to complete a project.

With the arrival of Isilon's All-Flash Array, both DZ Solutions and a52 saw the perfect opportunity. Already utilizing Isilon for a complex graphics workflow and archive, the introduction of the Isilon All-Flash Array allowed Bass to include a52 twelve Autodesk Flame's on the same file system. "Incorporating a very-high-performance tier directly into our existing filesystem significantly eases a bottleneck in the pipeline between our CG and finishing systems. Renders become immediately accessible to the Flames without additional copying or caching," Bass mentioned.



## About DZ Solutions

DZ Solutions is a customer-service focused consultancy and systems integrator furnishing clients with end-to-end technology solutions.

Their unique product offerings and technical expertise empower clients in enterprise, media and entertainment, higher education, and life sciences not only to meet, but exceed their business objectives.

### SPECIALTIES

Networking, Support, Integration, Development, Virtualization, and Storage.

## DELL EMC ISILON ALL-FLASH ARRAY

For well over a decade Isilon has been the premier scale-out storage technology used in post-production shops—a simple to deploy and simple to manage storage solution that consolidates and accelerates media and entertainment workflows. The next technology leap, and newest member of the Dell EMC Isilon product family, is an All-Flash Isilon node that combines the high performance of flash technology with the industry's #1 scale-out NAS platform. Media engineering groups get the best of both worlds: the extreme performance of flash technology with the proven scalability, multi-protocol access and security of the Isilon OneFS operating system.

With the All-Flash array, Isilon provides the throughput to turbocharge high-end, high-resolution finishing applications while allowing ingest, rendering, graphics and archive to utilize multiple tiers of storage in a single filesystem.

Isilon All-Flash can be deployed as a new cluster, or, as in a52's case, easily integrate into an existing Isilon cluster. The enterprise-class features that Isilon is known for are retained, with the All-Flash nodes providing the performance required by companies like a52 that push the envelope of complex and impactful visual effects.

## ABOVE AND BEYOND – EXCEEDING EXPECTATIONS

During testing, DZ Solutions and a52 were able to push over 4GB/sec to 3 clients from a single node in the Isilon All-Flash cluster—with minimal performance tuning. Impressed by the stability of the pre-release unit, Bass then decided to put Isilon's All-Flash Array cluster into production—pulling two HD streams to Flame finishing and editorial stations while completing a 4K Lustre color session. Bass was happy with the results.

While in production, the Isilon All-Flash Array continued to surpass expectations, gaining recognition and appreciation from artists who commented on the noticeable speed improvement over the legacy SAN infrastructure.

As productions continue to push the creative envelope, IT must respond in kind. The Isilon All-Flash Array platform allows Dell EMC and DZ Solutions' customers to make changes to existing infrastructure to enhance performance and increase efficiency.

## CONTACT US

To learn more, contact your local representative or authorized reseller.



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