



CASE STUDY

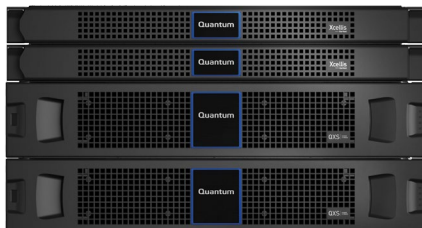
Growth at Video and Motion Graphics Company Enabled by Switch to StorNext Pro Studio

Today Platinum Platypus creates video, motion graphics, and animation for everything from Hollywood movies and the NFL to corporate boardrooms. But the company began as a startup with a small production team and a few Macs. One important key to its growth was enhancing its workflow with StorNext Pro Studio.



FEATURED PRODUCTS

StorNext Pro Studio



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Pete Sussi

Owner and Founder, Platinum Platypus



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Pete Sussi - Owner and Founder, Platinum Platypus

“It’s helped my company with speed and time and money—I really can’t see how the growth that we’ve had in the last year would have happened without StorNext.”

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SOLUTION OVERVIEW

- StorNext® Pro Studio
 - StorNext 441D metadata controller
 - QX-1200 RAID array (96TB)
- Scalar® LTO tape library
- Brocade 6505 FC switch

KEY BENEFITS

- High-performance SAN-based system eliminates delays and allows editors fast access to a common set of files
- Scalability of system allows storage and performance to grow with the demands of future business
- Allowing users to share the same files streamlines workflow and allows projects to be completed faster
- Using tape library for backup and archive provides protection and makes it fast and easy to retrieve older work for new projects
- Consultative approach from Quantum helps user find the right solution to meet business needs now and into the future
- Fast, seamless installation with no downtime means that the creative team stays productive during the transition to the new solution

“What’s unique about Platinum Platypus is that we have a lot of different disciplines under one roof. Motion graphics, 3D animation, 2D animation, shooting, editing, coloring—it really runs the gamut,” explains Pete Sussi, the company’s owner and founder.

Most of the early video and animation work consisted of shorter pieces—less than 30 seconds—at standard broadcast resolution, so file sizes stayed comparatively small and the company stored its projects on portable drives that were shared between members of the team.

“It meant that we spent lots of time coordinating files—figuring out where the latest versions were and making sure that everything got updated, but it worked when we were small,” says Pete Sussi. But soon, the company’s success meant that more and bigger projects came their way, and that meant that they needed a faster, more scalable approach to storing and sharing data. The first idea they tried was using DropBox.

RUNNING OUT OF SPACE AND TIME LIMITS PROJECTS

“DropBox worked well enough at first, but as soon as we started looking at large-scale movie projects shot in 5K resolution with lots of CGI, we saw major delays,” says Sussi. “The files we were working with took up to ten days to get synced up, so everybody was waiting at least that long before they could get started, and even then, they were still working on separate files that had to be synced up again.

“At the same time, the work we were doing was attracting more potential clients—so we found ourselves with clients saying ‘can you do these movie scenes for us right now’ and ‘I’ve got a Fortune 500 client sending video from three continents, can you handle it?’ We wanted to say yes, but the backlog got so big and the delays were so long that we needed to do something different to be able to keep growing the business.”

QUANTUM HELPS LOOK AT ALTERNATIVES

The Platinum Platypus team called on Quantum to help them look at possible solutions. The team knew that Quantum’s StorNext workflow storage was used by major motion picture studios and large post-production houses. Sussi himself had worked earlier for an agency with an in-house production system that used StorNext. The question, however, was whether a StorNext SAN-based solution would be a good fit for a smaller, fast-growing company with a more limited budget.

“What I liked about Quantum is they took the time to have a real conversation with me,” says Sussi. “They went over my business, what my needs were, what kind of materials I was using as far as the footage, what size footage, how fat it was, how many people were tapped into it. They really took the time to put us on the right track.”

Once the Quantum team understood the business needs and saw the growth trajectory, they recommended a StorNext solution that could meet Platinum Platypus’s performance needs now, grow with their future business, and give them a path to better data protection and archiving.

STORNEXT PRO STUDIO PROVIDES A COMPLETE SOLUTION

“After talking with Quantum, I realized that we needed a system that could work now but also give us scalability,” says Sussi, “so we picked a system built around StorNext Pro Studio.”

StorNext Pro Studio is a complete, appliance-based workflow storage solution designed for smaller media production companies that need Fibre Channel performance and room to grow. The Platinum Platypus Pro Studio solution included a dual-redundant StorNext M441D metadata controller and 96TB of high-speed QX-1200 RAID storage. The company added to that a Brocade Fibre Channel fabric, and a Quantum Scalar LTO library to provide data protection and archiving.

With StorNext Pro Studio in place, the workflow starts by ingesting all content into StorNext so all the editors and post-production team share access to the same files over high-speed Fibre Channel connections to the RAID array. As soon as the solution was up and running, the performance difference was like night and day.

SPEED BOOST AND DIRECT FILE SHARING IMPROVE WORKFLOW

“When we got the StorNext solution, it was amazing,” says Sussi. “We got the biggest, fattest file that we had—5K, RE raw footage. We dropped it on the StorNext, just to copy it over. I could swear it was faster than the Thunderbolt drives we used to use. We had ten people accessing it at the same time, opening up this video and playing it, and it was playing smooth as silk.”

Fast, shared access made a huge improvement in the Platinum Platypus workflow since multiple editors could now work directly on the same files, eliminating delays and the overhead of syncing up different versions.

“Having ten people working on a project where they can have the same assets has been fantastic. Everything from ingesting to actually working with files has been drastically improved. I can get more people involved, which is, obviously, something we need as the company grows.”

DATA PROTECTION AND ARCHIVE INCLUDED

A second major advantage of the Quantum solution is giving the team a way to use the Fibre-attached Scalar LTO library to protect all of the projects and to keep older work available. The IT team uses a 3rd-party software application to back up copies of its work to the Quantum Scalar library and to give the team a way to bring back older work quickly, a capability that serves Platinum Platypus customers better and makes the company more competitive.

“We have clients all the time saying, ‘This job that we did last year or two years ago, we want to revisit that and change some logos and spit



it out for us again.' The Quantum solution makes it easy and fast for us to pull that data out of the archive," Sussi says.

FAST INSTALLATION KEEPS PRODUCTIVITY HIGH

Quantum managed the installation to keep ongoing Platinum Platypus projects on schedule. The Fibre lines were pre-installed and the entire process of racking, configuring, and tuning the StorNext Pro Studio, fabric, and library took only two days. Immediately, all the applications in the Adobe Creative Suite that the Platinum Platypus team rely on worked and all the files were presented though the Mac OS interface.

"Once they tapped in the fibre lines, we tapped it into the computers, and it was up and running," Sussi recalls. "We had no loss of service, and it was really quick, painless. For us, we have so many

jobs going at the same time, for us to be shut down for even half a day would really have put a kink in our workflow."

Overall, StorNext Pro Studio has become a key foundation to support Plat Plat's growth, as Sussi explains:

"It's helped my company with speed and time and money—I really can't see how the growth that we've had in the last year would have happened without StorNext.

"If I met someone who was the younger me, who was in the same predicament I was four, five years ago, I would say, 'There's things that you want, and there's things that you need. What you need is a Quantum solution.'"

ABOUT PLATINUM PLATYPUS

With over 25 years of ad agency experience, Platinum Platypus is a full-service motion video and animation specialist that provides innovative, solutions-oriented results for a wide range of clients. The Long Island, New York-based company's projects include visual effects for major motion pictures and television broadcasts, motion graphics for the NFL and Major League Baseball, and animation for ads for everything from consumer products to corporate videos. Platinum Platypus's international customer list includes both not-for-profit public service groups and some of the largest corporations on the planet.

ABOUT QUANTUM

Quantum is a leading expert in scale-out storage, archive and data protection. The company's StorNext® 5 platform powers modern high-performance workflows, enabling seamless, real-time collaboration and keeping content readily accessible for future use and re-monetization. More than 100,000 customers have trusted Quantum to address their most demanding content workflow needs, including top studios, major broadcasters and cutting-edge content creators. With Quantum, customers have the end-to-end storage platform they need to manage assets from ingest through finishing and into delivery and long-term preservation. See how at www.quantum.com/customerstories-mediaent.

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