PROMAX CASE STUDY: VFX AGENCY

ProMAX Systems & local Toronto Partner Jump I.T. team up to help VFX Agency, Tendril, Achieve Increased Performance Demands.

Tendril is a design, animation, and VFX Studio based in Toronto, Canada working with a wide variety of software including Adobe Creative Cloud, Autodesk 3ds Max, Maya and Flame. For a number of years, like many other post production shops, they had grown "organically". The storage infrastructure consisted of multiple data servers, with users connected via 1 GB for almost 50 users and growing."

Partner, Patrick Coffey started researching shared storage options and approached Jump I.T. to see what solutions best fit their needs. It was clear that a server would need to perform flawless under demanding workloads as Tendril moved to 6 and 7 day work weeks to meet the client demands. Product stability and support were a must.

ART STORY EXPERIENCE

Digging deeper into ProMax's I/O fabric, supporting 10 gig connections directly to the ProMAX Platform Server and having the ability to offload renders allowed them to gain a higher bandwidth connection to the Workstations that demanded it, which was not possible in the past with a flat network topology only allowing for 1 gigabit throughput. The included Media Asset Management tools and Archive capabilities to LTO quickly became critical to their environment. Furthermore, in the past, these different parts of the workflow were all run on independent servers, resulting in a lot of recurring costs for both software and support. Having only a single IT resource to manage the entire operation, ProMAX Platform was a perfect fit. In looking at the high performance needs of their VFX workflow and the Autodesk Flames, Tendril and Jump I.T. deployed the ProMAX Platform Online with the upgraded Extreme performance option, giving up to 1100MB/s on the single chassis.

In a simple migration to the ProMAX Platform Online, Jump I.T. was able to demonstrate that the I/O capabilities far exceeded those of the competition within the shared storage market. Furthermore, understanding the scalability meant Tendril could easily add further chassis and disk without bottlenecking performance and having to undergo a fork-lift upgrade was very appealing.

"The reality of post-production is that you are always pushing against the limits of your gear, but from the moment we installed the ProMAX Platform Online Server, our network throughput complaints disappeared. **[ProMAX Platform] has proven to be fast, reliable and the simple management tools make it easy to configure"**

"We are also very pleased with the level of service and support we receive from our local Canadian ProMax Integrator Jump I.T."

Tendril