

Digital Image Saves Days with the Nyriad[®] UltraIO[™] Storage System

digital image

EXECUTIVE SUMMARY

Digital Image was in the market for a new storage solution to replace their existing underperforming storage arrays. They wanted to improve their performance per dollar, store more onsite data resiliently, and efficiently manage their media elements. They also wanted a solution that could reliably serve large amounts of real-time 8K digital video and volumes of 3D CAD data generated by their production teams.

The Digital Image team made the decision to replace their three existing storage arrays with a single Nyriad[®] UltraIO[™] storage system. They have realized a 2.5x performance improvement. All of their data is now seamlessly and securely integrated within their facility. Increased resiliency and improved storage efficiency has enabled them to streamline workflows, saving up to 2.5 days per project.

DIGITAL IMAGE OVERVIEW

Digital Image is a strategic marketing services firm focused on offering high-quality creative agency services for their customers worldwide. They have extensive in-house computer-generated animation, video, audio, graphics, and digital marketing resources allowing them to progress smoothly from initial concept to finished product, creating a seamless marketing process for their customers.

CHALLENGES

A driving factor for Digital Image considering alternative solutions was a lack of satisfaction with the performance based on the cost of their existing storage hardware. Per David Hellie, Digital Image CEO, "As a company that creates highly innovative marketing services, our time to deliver is either our biggest asset or most demanding challenge. To accelerate our throughput, we must always look for better strategies."

As the source video sizes increase exponentially with 8K shoots, Digital Image found their existing storage environment was hindering their ability to reliably deliver high quality projects on time. Challenges with access and moving very large files across slow networks led to complex and risky file copy strategies that not only taxed the IT team, but also caused multi-hour delays for editors and creators. These complex processes also put data-in-flight at risk, while simultaneously straining their backup and recovery environment. Over time, they found their storage infrastructure was creating more risk than benefit and needed to be refreshed.

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SOLUTION & TESTING

Digital Image completed exhaustive real-time production testing of Nyriad’s UltraIO storage system, which is based on a new storage architecture that leverages the speed and power of both GPUs and CPUs running advanced algorithms.

Throughout the evaluation, Digital Image was not only able to perform single projects in-line for the first time on raw video footage (without the need to transcode, create proxies, and copy files across the network to local editing stations), they were able to perform in-line editing operations on multiple projects simultaneously from all their editing suites and rendering farms. This is truly transformative for Digital Image’s business, and overall operational efficiency, providing them with a significant competitive advantage.



RESULTS

Superior performance, resiliency & efficiency

Digital Image made the decision to replace their three disparate storage arrays with a single, easy to manage Nyriad UltraIO system. With approximately 1PB of usable storage capacity within a dense, space-saving footprint, Digital Image now has the performance they need to run their entire operation seamlessly. They also have the storage capacity to store their daily projects, and to ingest almost 300TB of finished product into an active archive, providing a significant cycle time improvement versus restoring older files for production use, that up until now, have been in an offline archive.

“We are now running significantly faster, and all our data is seamlessly integrated securely within our facility. The resulting workflow improvements are far more dependable than we could have ever expected. Our entire team has been highly satisfied with the solid performance of the UltraIO storage devices and newfound trust in great customer support relationships”, said Hellie.

Digital Image has seen a considerable increase to their performance, including 2.5-times gain in write throughput, significantly improving their performance per dollar. Not only has performance improved but it is now also consistent, and this predictability is critical to their business, whether one editor is working or 20.

Leveraging Nyriad’s UltraIO system, Digital Image is now able to perform video scrubbing in real time and edit 6k and higher digital assets inline without the need for copying locally or transcoding to lower resolution proxy files. This saves setup time per project as well as eliminates the need to make an additional set of files for that project, increasing employee productivity and efficiency. By removing that bottleneck, Digital Image is able to see productivity gains not by hiring additional editors, but rather increasing the per editor productivity rate and enabling them to work on more projects than previously feasible. Another benefit realized is that multiple editors can now work inline simultaneously.

Resiliency is another key reason Digital Image has decided to move to the UltraIO system. Where previously they were vulnerable to drive failures with performance degradation, and even lost data in one instance during a drive failure, they now can withstand up to 10% of drives failing with no data loss, and with minimal degradation in performance. This provides Digital Image with the confidence that they can deliver and meet tight customer deadlines with a high-quality product, without the concern of their storage infrastructure being a bottleneck.

Paul Davidson of Digital Image said, “I started moving things to UltraIO the moment the fiber was connected due to the resilience gained as well as the capacity provided through UltraIO’s efficiency.”

Digital Image was also able to solve their challenges backing up their 3D render farm as well as 3D and audio editing workstations. Previously, the render farm backups were slow, resulting in data protection gaps. By utilizing the UltraIO system as a target for their backup infrastructure, their backup and restore throughput became three times more efficient, and failures were eliminated.

Now with the UltraIO system, Digital Image has the storage capacity to back up their editing workstations and has an RTO of less than one hour to restore. Previously, this manual restore process was laborious, taking approximately 1.5 days and preventing IT staff from achieving other objectives while rebuilding a workstation.

With the efficiency of the UltraIO system, Digital Image has the capacity available to keep their files in one place. They no longer need to shuffle files across local drives or prematurely archive files, allowing them to easily access assets in real time and use them across multiple projects.

Combining the performance, resiliency, and efficiency gains the UltraIO system provides to Digital Image, the new storage system saves them days of work per project, transforming their business and strengthening their competitive edge.



ABOUT NYRIAD

Nyriad, Inc. is the developer of the UltraIO storage system, an all-new system that combines the processing speed of GPUs and advanced algorithms to deliver unprecedented performance, resiliency, and efficiency. The ground-breaking design enables UltraIO systems to support block storage media and block, file, and object data types in a single system for maximum flexibility. UltraIO systems run on industry-standard hardware, use the highest capacity, most efficient storage media, and simplify storage management to achieve low total cost of ownership. Headquartered in Austin, Texas, Nyriad empowers businesses to grow and adapt their storage to stay competitive in a data-driven world.

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