



CASE STUDY

WeFX taps SoDA empowering the best remote artists around the world

www.cloudsoda.io



ABOUT WeFX



WeFX is home to a talented team of visionaries working across film and television. Their globally acclaimed artist pool has created jaw dropping effects for some of Hollywood's biggest motion pictures and television series. The WeFX creative team works closely with production teams to deliver state of the art effects to bring a director's vision to life.

TECHNOLOGY PARTNERS



DeadDrop Labs helps VFX, animation, gaming, and post-production studios harness the power, flexibility, and cost-efficiencies of Amazon Web Services (AWS) for their specific needs.



Amazon Web Services (AWS) global footprint with more availability zones and regions than any other cloud provider enables VFX companies access to artists and talent from almost anywhere on the planet. AWS's robust platform provides VFX companies the highest performance hardware and software tools all deployed in the cloud.

CHALLENGES

- Hire the best VFX artists from around the world
- Scale systems and infrastructure to support the growth from 5 to over 140 artists
- Improve remote Artist experience to match speed and performance of in-house team
- Maintain MPAA security with end-to-end encryption
- Leverage the cloud for rapid scale out of WeFX technology stack

SOLUTION

- Accelerated file transfer to get content to and from remote artists
- Automated policies for distributing content across AWS regions and time zones
- Simple data management interface for tracking and reporting data movement and cost
- API integration to allow custom workflows

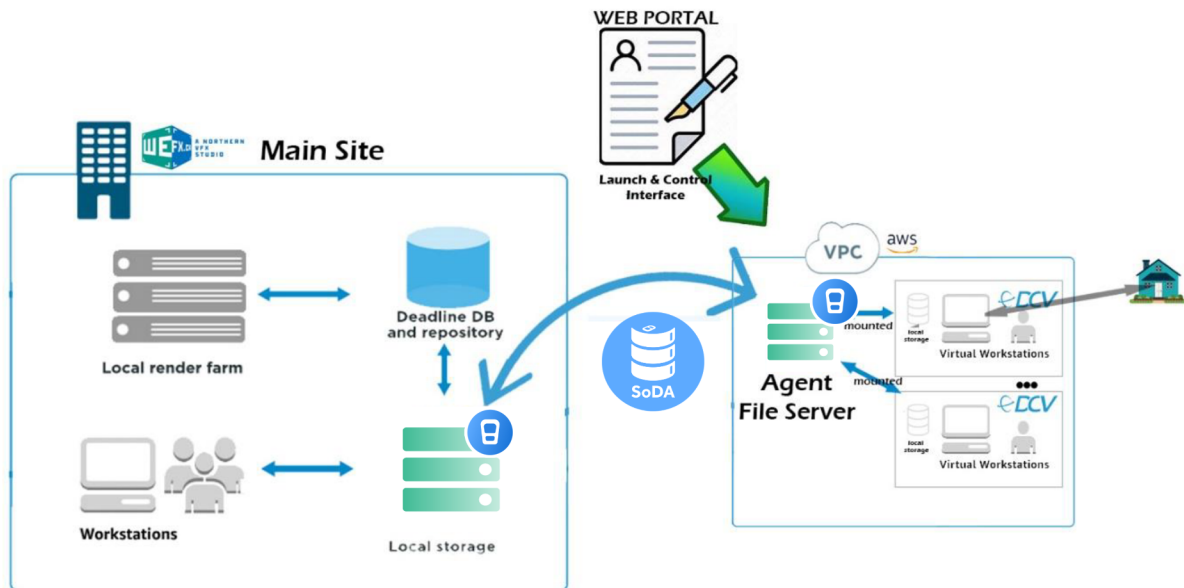
BUSINESS BENEFITS

- Saving time and money by sending content quicker to and from remote artists
- Remote artists now have the same experience as local artists
- Attract top tier artist talent from anywhere
- Artists can work around the clock eliminating time zone inefficiencies



"We have been able to hire some of the best artists in the world and we don't believe that would have been possible without the help of SoDA."

- Laurence Cymet, Head of Technology
WeFX



The SoDA + AWS+ DeadDrop Labs Solution

With WeFX's rapid growth, consultant DeadDrop Labs (DDL) had to design an integrated system that enabled artists working remotely to operate with the same efficiency as the artists working in the WeFX Ontario, Canada headquarters. In the WeFX on prem environment, shared storage enabled artists to work on common projects together. Once the artist pool expanded to remote locations, latency became an issue that needed to be overcome if WeFX was going to match the speed and efficiency of in-house systems.

Leveraging WeFX's one petabyte of on-prem NAS storage, DDL and AWS partnered up with SoDA for content delivery across regions giving remote artists the experience as if they were working in the WeFX headquarters. Now artists from anywhere can work quickly and efficiently on shared projects without losing time, but more importantly across multiple time zones, making the whole company more productive. AWS's cloud infrastructure allows for easy spin up and spin down of some of the best and most powerful workstations in WeFX's infrastructure matching the performance of local artists creating the next gen intelligent platform for VFX workflows.

About DeadDrop Labs Remote Studios

DeadDrop DDL Satellite Studio is intended for fast, relatively short-term establishment of a small, self-contained "studio" operating in a specific region. The main use case is launching a workstation and environment for a small group of artists in a remote location. The site uses the clients' machine image and structure with the required installed applications and workflows but is completely self-contained for simplicity and cost-reduction. The launch is automated with the configuring of a set of launch parameters.

About SoDA

SoDA's data management software is storage-agnostic and ecosystem aware, providing companies with unprecedented insight into their unstructured data. SoDA eliminates hidden storage costs by using predictive analytics and user defined policies that intelligently and transparently move data across tiers and from edge to core to cloud for optimal data placement, peak performance, and maximum savings. Simple pricing and unmatched ease of use take the cost, complexity, and surprises out of managing data at any scale.

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