

## About Lemonlight

Lemonlight is an on-demand production company specializing in video content creation for brands and agencies across the globe—producing 16,000+ videos for the world's top brands, including Amazon, Google, Deloitte, Tesla, GE, and Airbnb.

Their high-quality, conversion-driven video content is made with the marketing funnel in mind to enhance clients' existing marketing strategies, empowering and guiding their clients through the entire video production process, from ideation to final delivery.

With a studio property in Los Angeles and a roster of 600+ cinematographers spanning 80+ world markets, Lemonlight seamlessly services any video need efficiently and cost-effectively.



## Lemonlight's Data Challenge

Lemonlight required an archive solution with accelerated data movement—interoperable with Amazon S3—to streamline the storing and retrieving of their projects to and from the cloud, all while tracking costs and transfer time. Unfortunately, while Amazon S3 offers excellent cost analysis into general account spending, it does not provide insight at the cost-per-storage level, accelerated data transfers, or insight into time-to-store and restore assets.

Although Lemonlight had previously tried multiple solutions, including proprietary, off-the-shelf solutions, time-consuming, cumbersome manual transfers, and even writing scripts, the results did not provide a comprehensive or easy-to-use solution. Furthermore, Lemonlight could not provide upfront insights to their post-production producers about the cost per transfer, nor could they give an accurate deadline for transfer delivery. In short, no single solution could provide easy access to data with cost and time metrics.

Ultimately, they moved away from proprietary and off-shelf solutions and their attempt at manual processes. Instead, they sought to implement a more modernized, simple-to-use application-based solution to automate their media archive challenges.

## The CloudSoda Solution

With CloudSoda, Lemonlight instantly automated its archive and restore process, saving time and accelerating video production. CloudSoda was deployed in their environment—mounting their Lucid Link file space and AWS S3 Glacier Bucket. Drop Folders were configured to allow editors to automatically archive data to AWS S3 Glacier directly without auto-tiering, saving money by sending data directly. CloudSoda also enabled assistant editors to easily archive and restore the content.

The Lemonlight team immediately recognized the tremendous value that would ultimately enable them to store their data in its native format and insightfully view each project by directory in their cloud storage infrastructure. Better yet, when their production team is restoring assets, they can now know how long it will take to maximize their time efficiently.



*We had a client return who wanted us to make aspect ratio cuts from their original deliverable. We realized their material was in AWS Glacier, and we needed to pull it back. Using CloudSoda, we knew the upfront transfer cost and how many hours it would take. We communicated that information to the post-production producer before proceeding with the transfer."*

**- Kyle Venberg**

## Benefits/Results

As a result of implementing the CloudSoda solution, Lemonlight has garnered a multitude of efficiencies—including enabling archive automation directly to AWS Glacier and making ingestion seamless, allowing them to manage their projects in the cloud efficiently. Creating drop folders and automated data movement has further streamlined workflows.

Lemonlight now predicts the time and cost to restore assets and select an accelerated service-level agreement (SLA) as needed for critical projects, enabling them to have more educated communications with post-production producers and accurately apprise editors of content delivery deadlines.

Additionally, CloudSoda's ease of use has significantly reduced training time. More so, the user-friendly interface also eliminated the need for complex scripts and manual transfers, freeing up valuable time and enabling the production team to focus on more critical tasks.

CloudSoda has also empowered Lemonlight with business intelligence, illustrating each of their customer's project costs for storing and retrieving the content—allowing them to implement bill-back and charge back to their customers.



*"Before we had CloudSoda—we were constantly trying to keep up with all of the various data movement tasks. One of our assistant editors—part of their job was to manually pull things out of the S3 console, object by object, and then restore it. Their tabs in Chrome were filled to the max. The success rate wasn't 100%. Then, we discovered CloudSoda and quickly realized this could all be automated."*

**- Kyle Venberg**



# CloudSoda



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CASE STUDY

## Conclusion

With the help of CloudSoda, Lemonlight has now automated its archive and restore process, resulting in significant time savings and improved communication among team members. As a bonus, the cloud costing tools within CloudSoda are driving an entirely new view of analytics, business intelligence (BI), cost analysis, cost savings, and streamlining of processes and efficiencies, enabling more projects to be completed—adding to their bottom line.



*"At the end of the day—the things I'd like the assistant editing team to be doing is focusing on the creative, not spending hours doing the repetitive work that a computer can automate."*

– Kyle Venberg



## The CloudSoda Difference

CloudSoda is committed to being the world's leading, most secure accelerated data movement solutions company, enabling powerful data-cost insights and seamless collaboration—providing the ability to work faster and more efficiently by removing the common barriers of dispersed data.

Our solution represents the entirety of media workflow data—enabling content ingestion, camera-to-cloud workflow, archive, content collaboration, and much more—all while providing insightful cost visibility and advanced business intelligence (BI) for any storage type.

## Get Your **Free 14 Day Trial Today!**

Seeing is believing, let us give you a detailed tour of CloudSoda and answer any questions you have about the powerful tools its technology has to offer you and your organization.

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