



**CloudSoda**  
Cloud Data Management

## WeFX Empowers Global Talent Using CloudSoda

### WeFX

WeFX is a paragon of creativity in film and television, celebrated for its unique approach to visual effects and its commitment to artistic innovation. Over the years, they have been instrumental in weaving visual stories for many iconic Hollywood films and television series, transforming abstract ideas into captivating on-screen realities. Since their inception, WeFX has been a trailblazer in the entertainment industry.

Their ethos revolves around harmoniously integrating technology with art, ensuring every production with which they're involved stands out as a visual masterpiece. Beyond the mesmerizing effects they create for the big screen, WeFX is deeply committed to global collaboration. Their vision is clear: to unify the world's most talented VFX artists under their banner without the constraints of geographical boundaries while guaranteeing a consistent and efficient workflow.



### The Challenge

WeFX has distinguished itself with a pool of globally acclaimed artists in the visually demanding realm of film and television. These visionaries breathed life into directors' imaginations, producing unparalleled visual effects for Hollywood's high-profile projects. However, as the industry's digital landscape evolved, WeFX faced a unique set of challenges.

Their chief concern was recruiting and effectively integrating the best VFX artists, irrespective of geographical boundaries. As WeFX grew from a modest team of 5 to a robust assembly of over 140 artists, it was imperative to scale its systems and infrastructure to support this growth seamlessly. Moreover, the remote artist experience needed to be on par with in-house teams, maintaining the speed, efficiency, and collaborative spirit essential to the VFX process.

Additionally, with artists scattered across different time zones and the substantial increase in data traffic, end-to-end encryption to comply with MPAA security standards was non-negotiable. The cloud infrastructure needed to be leveraged to scale out the WeFX technology stack rapidly. WeFX's challenge was multifaceted: it was about growth and maintaining its quality, efficiency, and security reputation in this expansion.



## The Solution

Enter CloudSoda. To support WeFX's burgeoning needs, DeadDrop Labs, an expert in customizing the power and flexibility of Amazon Web Services (AWS) for creative industries, began architecting a transformative solution. Recognizing AWS's global outreach and its potential to provide the highest-performance hardware and software tools, DeadDrop Labs, in collaboration with CloudSoda, designed an infrastructure tailor-made for WeFX's unique demands.

At the heart of the solution was accelerated file transfer, enabling quick content distribution to and from remote artists. This approach transformed the artist experience, bridging the divide between remote and in-house teams. With the ability to distribute projects across AWS's vast regions and time zones, artists worldwide have seamless access to the tools and data they need.

An intuitive data management interface was implemented, granting unparalleled visibility into data movement, tracking, and cost reporting. This interface eliminated ambiguities, ensuring the right resources were available to the right artists at the right time. Furthermore, API integration facilitated custom workflows, allowing WeFX to adapt and evolve as projects demanded.

The critical component of this integration was the harmonization of WeFX's massive on-prem NAS storage with AWS and CloudSoda. This alliance ensured that artists, regardless of their location, experienced the same experience as if they were at the WeFX headquarters in Ontario, Canada. With AWS's cloud infrastructure and CloudSoda's content delivery mechanism, artists could collaborate on projects across time zones without latency issues. The result was a dynamic, intelligent platform for VFX workflows, setting a new standard for the industry.

## Benefits

The transformative power of CloudSoda, fortified by the support of AWS and the insights from DeadDrop Labs, yielded a cascade of tangible benefits for WeFX.

CloudSoda's impeccable data transfer capabilities carved out a clear path for WeFX to consolidate its global talent. Artists, irrespective of location, could seamlessly download and upload their work to the central server in Ontario. What previously took hours, if not days, now took mere minutes. This drastic acceleration in transfer speeds ensured that project timelines remained on track and the workflow was perfectly streamlined.

Security, a paramount concern for WeFX, was addressed with CloudSoda's end-to-end encryption and guaranteed that the sensitive content always remained under a protective cloak, free from prying eyes. This was further bolstered by AWS's world-class security infrastructure, ensuring a double layer of defense against potential threats. Adherence to MPAA standards became more than just compliance; it became a testament to the unwavering commitment WeFX had towards the sanctity of their projects.

The scalability of this solution was another standout benefit. As WeFX grew, so did its technological backbone. The flexibility afforded by CloudSoda, in tandem with AWS's expansive infrastructure, meant that scaling up was seamless, devoid of technical hiccups or time-consuming migrations.

Moreover, collaboration, the cornerstone of WeFX's global vision, became fluid. With CloudSoda's unified platform, artists could upload their work and review, comment, and iterate in real-time. This nurtured a culture of collaborative creativity wherein artists felt more connected, involved, and inspired.



# CloudSoda



This collaborative solution also resulted in significant cost savings. By eliminating the need for physical data transfers, investing in redundant security measures, or managing disparate collaboration tools, WeFX could channel its resources more effectively, ensuring optimal utilization of every dollar.

With CloudSoda's deployment, fortified by AWS and DeadDrop Labs, WeFX experienced a paradigm shift. Their global ambition was no longer just a vision; it became an on-ground reality, replete with efficiency, security, and a spirit of unhindered creativity.



*"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 CloudSoda"*

**- Laurence Cymet, Head of Technology WeFX**



## 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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