Accelerate Post-Production Collaboration and Productivity in the Cloud

Challenges

- Digital Content Creation tools often experience performance issues in the cloud
- Users require shared multi-protocol access to a central content pool
- Many cloud solutions lack flexibility and are very costly

Solution

- The WEKA® Data Platform provides a high-performance, flexible, and economical multicloud solution for M&E

Benefits

- Achieve industry-leading performance for popular tools such as Autodesk Flame, Adobe Premiere, and DaVinci Resolve
- Deploy on your cloud of choice: AWS, OCI, GCP, and Azure infrastructures
- Leverage on-demand cloud resources with autoscaling for best performance and economics
- Enjoy the simplicity and collaboration of file storage at 10x the performance
- Scale from terabytes to exabytes with support for trillions of files in the same directory

New Approaches Are Needed to Meet Growing Demand for Content

The global pandemic has significantly accelerated trends in the media and entertainment (M&E) industry toward greater and more personalized content consumption. This wave is driving more innovation and competition but also increasing demands on content producers. The industry must keep pace with the rapidly increasing demand for online delivery of entertainment and achieve shorter production cycles. Organizations must become more agile and use the latest tools and technologies to stay competitive. The content-intensive demands of post-production from multi-camera capabilities, volumetric capture capture, higher dynamic range, and increased color depth are stretching traditional on-premises architectures to their limits. Spurred on by the pressure to quickly produce content that is increasingly complex, while maintaining security, visual effects houses, studios, and distributors are exploring new approaches to post-production.

Move to the Cloud

To meet business demands without making costly but short-lived investments in on-premises infrastructure, companies are transitioning to cloud-based solutions. They are looking to leverage on-demand cloud resources to deliver the performance, scalability, security, and flexibility required by their ever-demanding projects.

A cloud-based solution speeds up project completion by dynamically ramping render farms up and down, and eliminates heavy, up-front CapEx investments. Content can be accessed and shared without making local copies. With remote workstations, collaborative workflows are accessible from anywhere, increasing mobility and productivity. Project team members can work anywhere and still share assets. Captured footage can be ingested directly to the cloud without physical transport, and transcoding, sharing of dailies, video editing, modeling, and animation can all be done in the cloud. Content is centralized, securely stored, and protected. Costs from server rooms, hardware equipment, power, cooling, and IT administration are greatly reduced.

However, animation and visual effects projects are pushing the limits of what is possible in the cloud. It has been particularly challenging to run applications that require support for multiple concurrent streams of high-definition video such as Autodesk Flame and Nuke Studio. Cloud solutions also often struggle to economically meet the high frame rate and high bit-depth throughput needed for modern VFX pipelines. And collaborating in the cloud often involves the complexity and cost of making multiple copies of assets.

WEKA Multicloud Data Platform Is The Solution

The WEKA® Data Platform on Amazon Web Services (AWS), Oracle Cloud Infrastructure (OCI), Google Cloud Platform (GCP), and Azure cloud infrastructures delivers the ideal cloud-based solution for M&E. The WEKA Data Platform eliminates problems such as playback scrubbing bottlenecks while significantly reducing the complexity of managing high-performance media file services at scale. To improve rendering efficiency and cost-effectiveness, cloud compute instances and object storage provide on-demand resources that can autoscale up or down as dynamic rendering needs dictate. The WEKA Data Platform leverages these dynamic resources to deliver the simplicity and sharing capabilities of file services, and customers experience 10x or more the performance of native cloud services. Furthermore, with WEKA, customers have achieved reductions of 50% or more in infrastructure costs.

Eliminate Post-Production Bottlenecks

Scalability and performance are essential for a comprehensive post-production solution for M&E. WEKA scales from terabytes to exabytes of content in a single data platform on your cloud infrastructure of choice and enables tiering to any S3-compatible object store in the cloud for the best economy and value. WEKA snap-to-object allows users to pause a project over weekends and re-hydrate in minutes once work resumes. WEKA transforms a collection of compute instances into a POSIX-compliant namespace that can scale performance linearly as the number of instances increases, supporting 10s of millions of IOPs with sub-200 microsecond latencies[1]. WEKA provides the flexibility to independently scale performance and capacity.
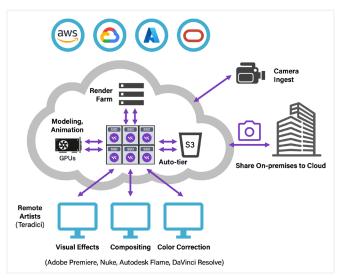

FIG. 1 WEKA on Cloud Solution: Cloud-Based Post-Production Environment

1 Learn more in the WEKA Architecture Technical White Paper

Enhanced Collaboration, Productivity, and Business Agility

WEKA on cloud infrastructure provides a solution for maximum performance, scalability, and flexibility. The Data Platform delivers the "anytime, anywhere" access that is essential for collaboration and productivity from a distributed, global workforce. WEKA's support for simultaneous multiprotocol (POSIX, NFS, SMB, S3, and CSI) access and for Linux and Windows means that users can now do all their work on one set of media files in the cloud as well as share projects, data, and storage resources. Companies are now empowered to redefine their business from a CapEx to an OpEx model for greater agility and to hire the best artists for the project no matter where they reside.

Affordably Make The Cloud Feel Local

The WEKA cloud-based solution can be flexibly configured to be an all-in-the-cloud or a hybrid solution. In hybrid configurations, cloud bursting provides processing and storage resources to seamlessly accommodate and absorb workload spikes. Autoscaling up or down and automated tiering provide flexibility and simplicity while reducing cost and management overhead. Having the capabilities to share, scale, deliver unprecedented performance, and dynamically adjust to fast-changing workload demands makes this flexible, cloud-based solution ideal for M&E and post-production needs.

For More Information or to Arrange a Free Trial

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