

Studios lower costs, increase flexibility with Scalar's RenderCloud server farm

Intel® Xeon® processors boost performance and reliability.



CHALLENGES

- High cost to build and maintain in-house IT infrastructure
- Unable to scale up quickly and affordably during peak periods
- Ongoing maintenance and support costs during slow periods, when systems sat idle

SOLUTIONS

- Switched to a managed service (IaaS) model with a fixed cost for a minimum number of servers
- Scalar's RenderCloud*, a remote server farm, enables studios to leverage over 1,400 servers on an as-needed basis
- SGI C2112* servers are powered by the Intel® Xeon® processor E5 family



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—Paul Kerr
President and CEO
Scalar

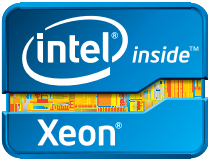
High costs lead to lost business

In Vancouver, Canada, the digital entertainment industry is booming, but even in the best of times, it's a fickle business. The area's digital effects and animation studios may land a major project and work at capacity for perhaps eight months. Then they're likely to wait three months, or much longer, for the next big opportunity to come their way.

During big projects, the studios have immense render needs, and historically they've had to build high-capacity in-house IT infrastructures to keep pace with them. When the big projects end, the studios have had no choice but to continue supporting all those costly systems, which is a constant drain on their budgets.

"A lot of studios in Vancouver were actually turning down projects because they didn't want to make the huge infrastructure investment necessary to take on a big project," said Paul Kerr, president and CEO of Scalar.

Three of the leading studios in Vancouver—all partners in the Vancouver Studio Group—recognized it was time to move from their traditional onsite infrastructures to a managed service model, where for a fixed cost they could access an agreed-upon number of servers. The studios chose Scalar, one of the leading solutions providers in Canada, to help them make the transition.



Better performance, and 50 percent savings

Scale-up, scale-back convenience

In just weeks, the studios moved to Scalar's RenderCloud, a remote, high performance server farm that enables the studios to connect to over 1,400 servers on an as-needed basis. When work is heavy, the studios can securely access all the resources they need. When work is light, the studios can sublease their unused resources to other studios.

"Being able to burst up and burst down depending on their demand provides enormous value to the studios," said Kerr. "And being able to sublet their unused nodes is an added benefit that enables them to recover costs anytime their business slows down."

RenderCloud is supported by an ultra-high-speed network that connects the studios through a hub and enables them to work in the same way they would if the infrastructure were deployed onsite. The farm features SGI C2112 servers powered by Intel Xeon E5 processors. The processors include Intel® Advanced Vector Extensions (Intel® AVX), which improves the performance of image, video, and audio processing applications by nearly doubling floating-point computation performance.

"We considered other offerings, but we went with Intel because it was the only company that could offer the performance and reliability required to meet the studios' demanding service-level agreements," said Kerr.

50 percent lower costs, greater efficiency

Moving to RenderCloud saves the studios about half the cost of their previous in-house rendering and storage solutions. The 50 percent savings include the elimination of capital expenses, as well as dramatic reductions in ongoing costs.

"We've taken in-house solutions that required an immense amount of space, cooling, power, and management, and we've replaced them with centralized, high performance modular data centers that are highly energy efficient," said Kerr.

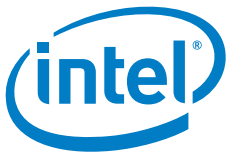
Scalar is rapidly scaling RenderCloud to support deployments across Canada. The company is also developing an IaaS solution for workstations, and a SaaS solution targeted at media and entertainment. Already, the studios using RenderCloud—which had been turning down business just months ago—are taking on whatever projects come their way, knowing they can scale up and down to meet inevitable industry fluctuations.

"The servers in RenderCloud are twice as fast as my present servers," said Ron Stinson, director of IT and Operations at Rainmaker Studio. "This solution allows us to access leading-edge technology on an ongoing basis by reinvesting money generated from rentals."

ABOUT SCALAR

Scalar is the Canadian leader in designing, deploying, and managing innovative solutions focused on data center automation and cloud enablement. The company operates a significant managed services division, and focuses on areas including virtualization and cloud, data management, networks, and security.

Could your business benefit from moving to a managed services model? Contact Scalar today to learn more about the RenderCloud solution, powered by Intel® Xeon® E5 processors. Visit www.scalar.ca/rendercloud for more information.



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