

# CLIENT PROFILE LARGE ENTERTAINMENT COMPANY

*A large, global entertainment services company known as an innovative leader in visual effects, sound, quality and consistency in their projects continually push the envelope of technology use in their industry. Their in-house production needs require large amounts of compute and storage on a project-by-project basis with extremely short deadlines and ideally little to no assets remaining at project wrap. Performance, simplicity and cost are three important considerations for this client in a very competitive industry.*

## THE CHALLENGE

For a typical new media project, this client required an upgrade of 400 new servers to handle the influx of compute requirements to complete the project. Previously, they had been buying low-cost blades for their compute needs. Because the project would be complete in three months, the need for these additional servers would be inefficient at the end of job. This also was a potentially significant capital cost for a relatively short-term requirement that, in the end, would be a liability on the project's balance sheet. Clearly a better short-term solution was necessary.

## THE SOLUTION

CMI helped the client weigh their opportunities and suggested running their project's workloads in the cloud. IBM's SoftLayer was selected as the cloud provider due to the ability to run workloads on bare metal servers for performance and security. Because the Data Center was local, they could connect to their storage. Latency was an important issue for efficient workflow and project dependencies, so CMI's architecture team worked with SoftLayer engineers to provide a proof of concept (PoC) for configuration, testing and refining. The PoC determined that the latency was low enough, and we dedicated bare metal servers to them so they could run their own OS image with now multi-latency. To meet the client's IP protection requirements, CMI worked with SoftLayer to provide a certificate of destruction to wipe the servers clean and signed an agreement that terminates with the end of the project.

## THE BENEFITS

Overall, the project benefited the client in being able to quickly ramp up their compute needs without having to make the significant capital expenditure previously required. The PoC was up and running on the cloud within 24 hours, providing almost instant access to the additional compute, and the locality of the DC provided next to zero latency. The dedicated bare metal servers provided the level of security and performance that the project demanded, and the certificate of destruction assured the client that their intellectual property would not be exploited. High performance compute that was simply and quickly provisioned in a fiscally responsive OpEx model - a true Oscar-worthy performance.

## ABOUT CMI

CMI leverages 38 years of experience, serving as an extension of client teams while helping them achieve competitive advantage through technology and innovation. We offer systems and storage infrastructure, software, cloud enablement, consulting and professional services in the relentless pursuit of IT optimization.

**CMI (Chouinard & Myhre, Inc.)**

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