

“The Fujitsu solution is up to 70 percent faster than the competition. Jobs that would have taken half an hour to complete, now take less than ten minutes.”

K Venkatesan
Information Technology Manager
EFX Magic
Prasad Corporation Ltd.

Prasad Corporation deploys Fujitsu PRIMERGY and ETERNUS technology to create a flexible, stable storage platform with massively improved throughput.

At a glance

Country: India
Industry: Media & Entertainment
Founded: 1956
Employees: 2,000+
Website: www.efxmagic.com

Challenge

Increasing volumes of data were putting a strain on EFX's existing storage system and digital processing tasks were taking far too long. The company wanted to find a flexible, stable and fast storage solution.

Solution

EFX deployed FUJITSU Storage ETERNUS DX100 in combination with FUJITSU Server PRIMERGY RX2540 to support its digital film processing requirements. In total, 960TB capacity is available across three locations.

Benefit

- Increased productivity as the new storage solution is 70 percent faster than the competition and enables complex jobs to be completed in a third of the time
- Intuitive management tools deliver total visibility so problems can be identified and resolved quickly

Customer

EFX Magic, a division of Prasad Corporation Ltd., offers a wide range of digital film services including Digitisation, Digital Film Restoration, Digital Archiving, Media Asset Management, VFX, Rotoscoping, Digital Intermediate, BluRay Compression, 3D Movie Production Solutions and Stereoscopic Conversion Services. EFX's digital post facilities are equipped with the latest technologies and constantly evolving best practices drive operations successfully year after year. The projects served include Academy Award and Golden Globe award winners.

Products and services

- FUJITSU Storage ETERNUS DX100
- FUJITSU Server PRIMERGY RX2540
- FUJITSU Workstation CELSIUS W550 POWER

Challenge

Over the past four years, EFX Magic has built a 24-bay enclosure storage platform with 3TB disc capacity, however, continually increasing volumes of data were putting stress on the system. The company wanted to move to a more flexible, modular hybrid SAN/NAS storage solution that could easily cope with the growing data demands.

"We're a big studio with lots of digital work which requires huge dataflow – for example, three seconds of video is equivalent to 50MB of data. The existing storage was aging and couldn't handle the demand across our three studios in Chennai, Mumbai and Hyderabad," explains Mr. Venkatesan, Information Technology Manager, EFX Magic. "We needed a technology partner that could support our expansion now and in the future."

EFX defined a clear set of criteria for the new technology: throughput, stability, price and performance. It also wanted a partner with local presence that could support it now and as the company evolved. After evaluating multiple vendors, it decided that Fujitsu offered the best price/performance ratio combined with fast throughput and leading reliability. The fact that EFX had been using Fujitsu workstations with great success also contributed to its decision.

"We have been using 150 Fujitsu workstations to bring our digital cinematic visions to life and not seen a single failure in three years so we were comfortable with the technology and confident the local team could deliver," adds Venkatesan. "The build quality is superior and configuration is very user-friendly, which we knew would make migration as painless as possible."

Solution

EFX deployed the FUJITSU Storage ETERNUS DX100 in combination with FUJITSU Server PRIMERGY RX2540 across its three locations. Combining leading performance architecture with automated quality of service management, the FUJITSU Storage ETERNUS DX aligns storage resources with business priorities, thus enabling higher system utilisation and delivering increased system consolidation capabilities and a faster ROI.

Acting as the NAS component, the FUJITSU Server PRIMERGY RX2540 is a 2U dual socket rack server that delivers the high usability, scalability and cost-efficiency required by EFX. Its Intel® Xeon® E5-2600 v4 processors in conjunction with DDR4 memory technology increases performance to meet EFX's need for a flexible, scalable and reliable storage platform that can handle the huge digital dataflow.

The new solution was installed in a matter of days and EFX is now in the process of migrating its existing 240TB of data. Chennai, with 350 users has access to 576TB of storage capacity, while both Mumbai and Hyderabad with 120 users each, have access to 192TB.

"We brought the new system online within four days with the help of our local IT partner and a Fujitsu engineer," continues Venkatesan. "Now the new storage solution delivers throughput of up to 1.5GB/s which is what we need to do business effectively."

Benefit

EFX Magic is delighted with the speed and performance of the new Fujitsu storage platform. It has made the complex digital processing required in the film industry considerably faster and makes the company's employees more productive.

"We are used to having to wait when performing certain tasks but now, there is no lag at all. The Fujitsu solution is up to 70 percent faster than the competition," comments Venkatesan. "Jobs that would have taken half an hour to complete, now take less than ten minutes. That frees up valuable time for users."

When it comes to stability and manageability, the Fujitsu solution has not disappointed either. In the six months since installation, there has been one single issue – a failed hard disk, which was replaced immediately by Fujitsu. At the same time the intuitive management tools deliver total visibility so problems can be identified and resolved quickly.

"It's a true management system that makes my life easier and, if there ever is a problem, we have excellent support from Fujitsu and our local partner," says Venkatesan. "However, given the inherent reliability of the Fujitsu technology, we don't anticipate the need for much support."

With the new Fujitsu storage solution firmly embedded in EFX's business, the company is now looking at other areas where they might work together. These include the purchase of a German company, Digital Film Technology, which will soon be added to the storage network.

"Our experience with the Fujitsu workstations, servers and storage has been positive so naturally we hope to involve them in future projects," concludes Venkatesan. "Two key areas for discussion are disaster recovery capability and data centre consolidation where we know Fujitsu can play a huge role."

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