

# Seagate™ Helps Boutique Animation Shop Dream Big

## Success Summary

In the video production industry, great work can lead to more work. This means more generated data and subsequently, a need for more storage. Od Studios, a visual effects studio with an emphasis on animation for films, TV, and commercials, found they could no longer get by with their older consumer-grade storage solution. Seagate came to the rescue with its expandable, flexible storage array technology to meet the studio's current and future needs.

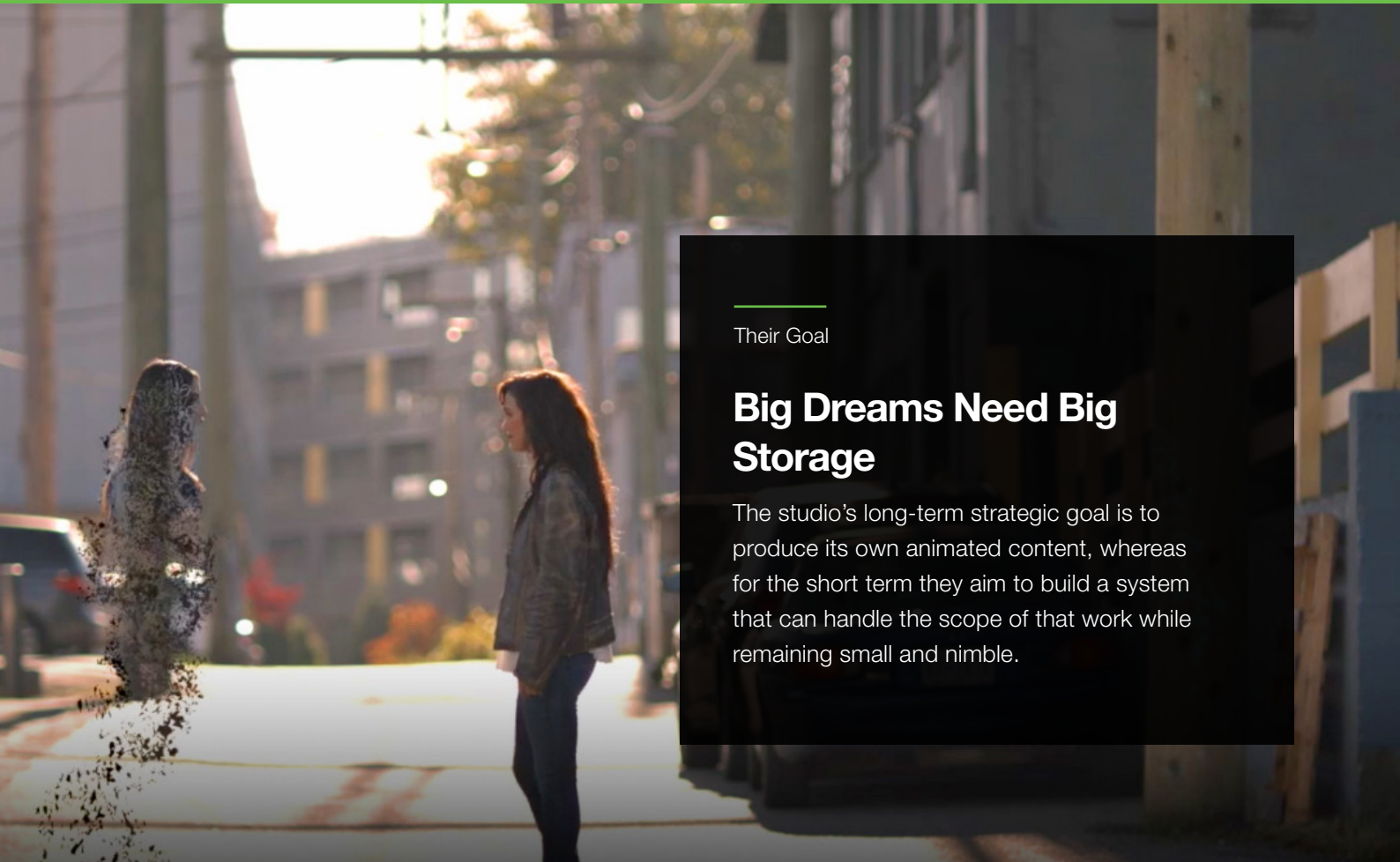
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### Their Story

## Animation with Aspiration

Od Studios, founded in 2019 in Vancouver, BC, is a boutique visual effects studio with an aim to produce full length animated feature films using the latest technology and production practices. In addition to films, Od Studios also works on TV series and commercials. Its clients include Netflix, Amazon Prime, Canadian Broadcasting Corporation (CBC), Warner Bros. and NBC.





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Their Goal

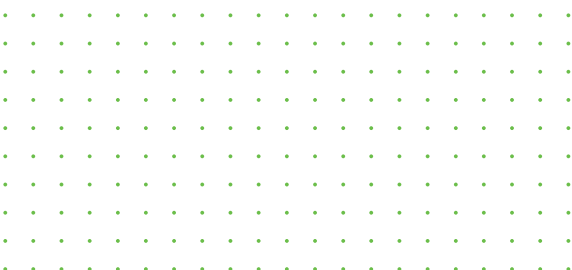
## Big Dreams Need Big Storage

The studio's long-term strategic goal is to produce its own animated content, whereas for the short term they aim to build a system that can handle the scope of that work while remaining small and nimble.

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Their Problem

## Outgrowing the Past. Anticipating the Future.

Od Studios generates a significant amount of data during production. Their product is the data they produce. Their efficiency was impacted by the low throughput of their previous consumer-grade hardware solution. As they grow, the projects they work on become higher profile and their need to produce high quality work increases. Od Studios required a stable solution to finish projects on time and on budget.



## Setting the Scene with Seagate Scalability

Od Studios needed a storage solution that would allow them to scale and provide them with the flexibility to resolve their specific problems. As a relatively new company, they had been using a limited consumer-grade storage system with mediocre throughput that constrained their ability to produce work quickly. The system was slow, and they constantly questioned how many days remained until they pushed the system to failure.

As a newer studio with a limited budget, total cost of ownership (TCO) was very high on their list of requirements. However, they knew that they needed to balance affordability with throughput and stability. They also wanted flexibility to allow for scaling and future growth without reengineering their storage solution beyond a certain size. This was Od Studios' first real foray into the world of solving their storage problems outside of using consumer-grade hardware, and they began researching hardware vendors for a replacement solution.

They considered Seagate along with competitors that are traditionally used to provide storage solutions in the animation/visual effects production industry. Od Studios wanted the ability to install whichever vendor's drives they chose, as well as to use the Lustre file system software they selected. They believed that they could achieve performance that was as good as, if not better than, many of the proprietary systems in the market.

In the early part of their selection process, Od Studios was acutely aware that, as much as they wanted to avoid making decisions that could paint them into

a corner, it was nearly unavoidable. They appreciated that Seagate's storage options were different than those competitors that lock customers into a single, one size fits all solution where the hardware appliance, installed drives, and software are provided by one single vendor.

Ultimately, the studio chose a solution that would provide them with future flexibility and minimal vendor lock-in — Seagate's Exos™ X 5U84 RAID array — a solution that gives them the flexibility to pivot should they ever need to. Before selecting the 5U84, Od Studios considered a 2U24 system, but Seagate's cost-efficient design allowed them to purchase the 5U84, providing them with more raw storage capacity than they initially considered and the confidence to tackle much bigger projects.

The 5U84 is placed behind a Dell server which serves as the Lustre file system's object storage service (OSS). A second Dell server is used for the Lustre metadata service (MDS). Due to the Seagate array's design, Od Studios can scale out their system in different ways as needed — although with its extremely large capacity it may be a while before that happens. Another benefit for Od Studios is how the ADAPT RAID on the array allows for rapid rebuild times in case of drive loss. In addition, the ability to use preferred drives in the array, along with using a scalable software-defined storage solution like Lustre, provides Od Studios with the flexibility, scalability, and performance they need out of their storage system.



**POWER  
EFFICIENCY**



**VERSATILE  
DESIGN**



**MADE  
TO SCALE**



**DUAL CONTROLLER  
ARCHITECTURE**



Their Success

## Growing (and Sleeping) Well Thanks to Seagate

Od Studios considers Seagate “fantastic to deal with,” with competitive quotes and quicker turnaround time for unit shipment than anticipated. They’re now able to take on much larger projects knowing their storage capacity can handle anything they need for quite some time.

Most appreciated is no vendor lock-in across the entire stack, low TCO, and being able to sleep well without worrying if their storage is going to fail on them.



**The ability to scale out is a big win. With Seagate’s Exos™ X 5U84, we have options to scale, and that flexibility is paramount in an ever-changing industry.**

MARC HORSFIELD

FOUNDER/VISUAL EFFECTS SUPERVISOR, OD STUDIOS



# Product Used



## Exos® X 5U84

High-capacity, high-performance platform that can handle extreme data growth.

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