

Case Study

# Producing Better Media Workflows

VAN ROTHE sets its sights on  
standardised technical film production.

With the pandemic fuelling consumer demand for high-quality streaming content, VAN ROTHE leveraged **Seagate Lyve Mobile** to alleviate data processing bottlenecks on set and in post-production.

This empowered the film consulting company to balance its operating costs, delivery schedules, and technician work-life harmony.

- Predictable SLAs
- Faster lead times
- A scalable business model
- Happier technicians

**LYVE™** Mobile



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#### Their Story

## Streamlining the technical aspects of film production through custom software solutions.

VAN ROTHE is a consulting company based in Leipzig, Germany that works with major film studios and distributors to budget, execute, and control technical pipelines for feature film, commercial, and live multi-cam productions. An agile team with broad capabilities, VAN ROTHE develops specialised software solutions that serve the unique needs of its clients as their industry undergoes a digitally transformative shift. These solutions support

several aspects of film production, including post supervision, digital imaging and asset fleet management. Because VAN ROTHE's clients work under strict deadlines and tight budgets, the company provides reliable and repeatable service offerings delivered as a packaged deal.

The company's mission goes beyond streamlining technical procedures for motion picture engineering. In addition to delivering effective software solutions with predictable costs, VAN ROTHE is committed to conducting business in accordance with its values. These include minimising the company's carbon footprint and improving quality of life for industry technicians. For its part, meeting current standards of reducing environmental impact is not enough — rather, the company wants to innovate new solutions to make its operations as sustainable as possible, and to share those practices with the industry at large. VAN ROTHE also has a vision to unite technicians across the film industry, leading by example through fair wages, equal opportunities, and healthy working conditions.

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#### Their Goal

## A roadmap to standardisation in the new digital era of motion picture engineering.

VAN ROTHE wants to digitize the film industry and empower leading technicians across the world to collaborate from wherever they are. The company plans to accomplish this by building the Vision Lab, a mobile studio with real-time data processing and virtual reality capabilities that connect film sets to the digital world. Ultimately, VAN ROTHE sees a future in which the Vision Lab prototype can be scaled worldwide so that its services can reach more people.

The company also sees this as an avenue for standardising industry procedures in the digital era while promoting technical knowledge of the craft. To succeed in executing its ambitious global vision, VAN ROTHE must strike a balance between delivering industry-leading products and services to its clients at a competitive price, optimising its resources so it can scale its business model, and supporting the needs of technicians.



## Industry growing pains meet pandemic-era challenges.

Before the pandemic, the film industry was already going through an awkward phase of its digital transformation. But now, film studios are dealing with an entirely new set of challenges. Home bound consumers are driving greater demand for streaming content, including higher quality productions that require multiple cameras and resolutions of 4K or higher. Production schedules are shrinking, along with a qualified pool of personnel that have the required technical expertise to perform motion picture engineering tasks. As a result, film production companies are shipping resources to where they are needed most — incurring high expenses, exhausting technicians and exacerbating carbon emissions.

This perfect storm of industry challenges put VAN ROTHE's services in high demand. Inundated by growing volumes of data to process, VAN ROTHE technicians were spending up to 18 hours on set just to wrangle client data. Because VAN ROTHE's clients often provided them with outdated technology, the process for offloading data was incredibly inefficient. Furthermore, VAN ROTHE could not train people fast enough to perform this convoluted set of tasks. Not only did this inflate operating costs and delay post-production schedules, but it also

created unnecessary security risks — a huge concern for major film studios as they do not want their content to be leaked before its scheduled release.

Taken together, these challenges made it difficult for VAN ROTHE to deliver on its promise of cost-effective products and services with fast turnaround times. To turn a profit, the company needed to make a lot of money back on the expensive equipment it was having to purchase to complete its work. Clients expecting fast and cost-effective solutions were met with additional charges for gear and overtime. With jobs piling up and technical specifications becoming increasingly complex, VAN ROTHE's services were getting more and more expensive. This was unsustainable for overworked technicians and a violation of the agile service model upon which VAN ROTHE wanted to continue growing its business. After losing out on opportunities for revenue due to inefficiencies that resulted in more work than the company could handle, the VAN ROTHE team turned its focus toward finding a new solution that would enable the company to offer more innovative services at a competitive price.



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Their Solution

## **Bypassing slow network speeds with high-performance mobile storage and data transfers.**

As soon as VAN ROTHE heard about the new Seagate® Lyve™ Mobile edge storage and data transfer solution, the company got in contact. VAN ROTHE had been using LaCie® products for years and was confident in Seagate's logistical and technical capabilities. Because network speeds in Germany are not fast enough to support huge data transfers, VAN ROTHE relies on

mobile storage to consolidate data on set and ingest it for post-production processing. But previous solutions were cost prohibitive due to unsustainable expenses associated with owning and scaling storage devices. With Lyve Mobile, VAN ROTHE saw an opportunity to grow its services faster while reducing its financial risk.



## Striking a balance between innovative services, resource optimisation and better working conditions.

With the help of Lyve Mobile mass-capacity edge storage devices and high-speed data transfers delivered as a service, VAN ROTHE's entire business model has changed.

Seagate owns and maintains the devices VAN ROTHE uses for its clients' projects while also providing right-sized data transfers with predictable, consumption-based pricing. Because of this, VAN ROTHE is now better equipped to scale its service offerings to meet its clients' rapidly evolving needs without having to make heavy upfront investments in infrastructure. This also enables the company to define the scope of a client project more easily before the work begins. Service-level agreements that used to be impossible to establish because of unpredictable labour and equipment costs are now standard operating procedure. Furthermore, Lyve Mobile's high-capacity storage devices and their support for versatile interfaces have accelerated the processes

of consolidating and ingesting high volumes of data from different storage devices. As a result, the company's lead times are much improved.

VAN ROTHE's modern film engineering solutions combined with Lyve Mobile's service model have empowered the company with a more cost-effective approach to scaling its business model. In fact, Lyve Mobile's uniform form factor has enabled the company to automate processes on set for the first time. With accelerated transfer speeds and devices that can be operated without the need for advanced IT expertise, technicians are no longer burdened with the convoluted task of wrangling data on set and can focus on effective quality assurance instead. For VAN ROTHE, the benefits of the Lyve Mobile solution go beyond client satisfaction. When members of the VAN ROTHE team see happier technicians with improved quality of life, it lets them know they're on the right track.



**“With Lyve Mobile, we can store new data while at the same time transcoding data that’s already been stored. Lyve Mobile’s uniform form factor allows for a standardised chain of data — from on set to post-production. This makes it easier for us to scale storage capacity based on customer needs, safely transport huge volumes of data, and build more automation into our processes.”**

ROBERT BOGS, VAN ROTHE PARTNER AND MOTION PICTURE ENGINEER



# Products Used



## LYVE™ Mobile

Modular system of edge storage and mass data transfer devices for frictionless data movement and ingestion.



**Ready to  
Learn More?**

Our storage specialists are here to help you find the right solution for your data challenges.  
**Talk to an expert.**

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