PIXSPAN

CASE STUDY

FAST, EFFICIENT AND INEXPENSIVE – THE WAY CLOUD TRANSFER IS MEANT TO BE

Blu Digital Group provides advanced analysis and customization for media content, products and technologies to the Home Entertainment Industry.

It uploads 1-2 terabytes of data to the Cloud per day and sometimes moves hundreds of terabytes, requiring it to find a more effective, efficient, and economical way to upload data to the Cloud.

The Challenge

Blu Digital was experiencing delays in uploading content to the Cloud, while using only a fraction of its existing 5 gigabit circuit, causing uploads to take more than twice as long as they wanted, tying up its connection.

The Solution

Blu Digital installed Pixspan's PixMover™ software on a server with a connection to its Amazon Web Services (AWS) S3 storage and to Wasabi, using its existing 5 gigabit circuit.

The Result

PixMover™ cut upload time by two-thirds, improved workflow efficiencies, making it easy to execute all transfer jobs from one interface and saving significant time and money.

BACKGROUND

Blu Digital Group based in Burbank, CA, is a major player in digital media distribution and entertainment supply chain that processes, delivers and qualifies film, TV and entertainment content to look, sound and be experienced as best as possible over an array of home entertainment devices.

Blu Digital uploads to the Cloud one or two terabytes of data on a daily basis with occasional spikes leading to heavier uploads requiring most of the day. Some projects requiring moving data from LTO tape to the Cloud can be as large as 150TBs, taking up to a month to transfer to the Cloud. With the uploads taking more and more time of the day, Blu Digital needed a more effective, efficient, and economical way of uploading its data to the Cloud.

It didn't make sense to increase the circuit speed because the existing one was not saturated, Blu Digital examined network optimization software such as Aspera but the per-GB charge model would have been cost prohibitive. Like most enterprises Blu Digital faced the common limitations of uploading data to the Cloud – namely it's slow and expensive.

Michael Thexton
Head of Advanced Technology, Blu Digital

"As a result of using PixMover, our Cloud uploads are three times faster, our circuit is much better utilized, and nontechnical staff can easily manage the uploads. Not only are the monthly cost savings significant, but because of PixMover's reliability we can focus our saved time on customer priorities vs. checking on file transfers."

THE SOLUTION

Blu Digital installed Pixspan's PixMover™ software on one of its servers in less than two hours, without any specialized IT talent. It configured its AWS S3 buckets in the PixMover GUI and began uploading files immediately.

Blu Digital wanted a solution that was simple to use and economical. In running its own comparison tests, Blu Digital found that PixMover was 3X faster than other solutions. **"While S3 Browser and other options are fine for moving small amounts of data, those alternatives are impractical for larger transfers,"** according to Thexton.

THE SOLUTION(CONT.)

The uploads through PixMover™ were more economical and efficient, saving time and letting Blu Digital use its bandwidth more fully. Using the same 5 gigabit circuit, PixMover cut the upload time by two-thirds and it made it easy to stage their upload jobs and estimate their time of completion.

PixMover's flat annual subscription was significantly less costly, especially for transferring large volumes of data.
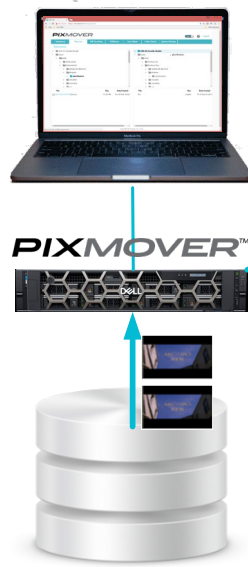
THE RESULT

Michael Thexton
Head of Advanced Technology, Blu Digital

"Amazingly there weren't any other options that allowed us to continually fill a bucket with assets how PixMover allowed us to. We didn't have issues with terabytes hanging, nor were we concerned that it would take ages to get that volume of data up to the Cloud -- we were confident when we came in the next morning PixMover would have the job done."

"The change was immediate, with upload speeds tripling. Data transfers now move at 1 Terabyte per hour, fully utilizing the 5 gigabit circuit and the only bottleneck is the speed of reads on our own Network Attached Storage (NAS). We can easily stage our upload jobs and estimate their time of completion," said Thexton.

PixMover made the process of managing the uploads much easier, which can now be done by staff, without any need for specialized IT resources. Because PixMover works with all types and sizes of files all transfers can be done with PixMover's graphic interface that lets Blu Digital see both its local and cloud files in a single screen. "We definitely gained operational efficiencies. Transfers are 3X faster and easily performed by simple drag and drop; and, the dashboard lets us quickly see each transfer's status with a progress bar," said Thexton.

The result is that Blu Digital is now completing uploads three times as fast, saturating its bandwidth, and managing its daily tasks more easily.

"I would think large data transfers to the Cloud is common problem but after much research, PixMover is the only enterprise Cloud transfer solution we found that consistently works at high speeds and is economical. With PixMover, we have seen improvements across our operational workflows. We haven't set up using PixMover onsite to move data from the DMZ network to our production network, but we do plan to," shared Thexton.

COST/BENEFIT ANALYSIS

Blu Digital compared the cost of PixMover™ against the cost of network optimization software provider Aspera. PixMover is licensed with an all-inclusive flat subscription price, costing less than $100 per week. At 2 TBs of uploads per day, it saves about 20 hours per week. Comparing to the Aspera per-GB price model, based on its daily volume of 2 TB, PixMover would save over $10,000 per month.

ABOUT BLU DIGITAL GROUP

Blu Digital has leveraged its 50+ years of collective experience in digital media to deliver best in class services and products in the areas of licensing/distribution, operations, quality control, engineering, and production management from leading global companies such as Technicolor, Panasonic, Warner Bros., Ascent Media, and others.

Learn more about Blu Digital Group.

ABOUT PIXSPAN

Pixspan provides the fastest data acceleration for moving large forms of data of any type and size to, from, and within the Cloud as well as offers unique on-premise data solutions for full-resolution video and images.

Pixspan's software products accelerate and enhance cloud and on-premise workflows, offering unprecedented savings in time, storage and infrastructure costs.

Learn more about Pixspan.

Faster, Easier, Less Expensive

Contact Pixspan Today to Learn More

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