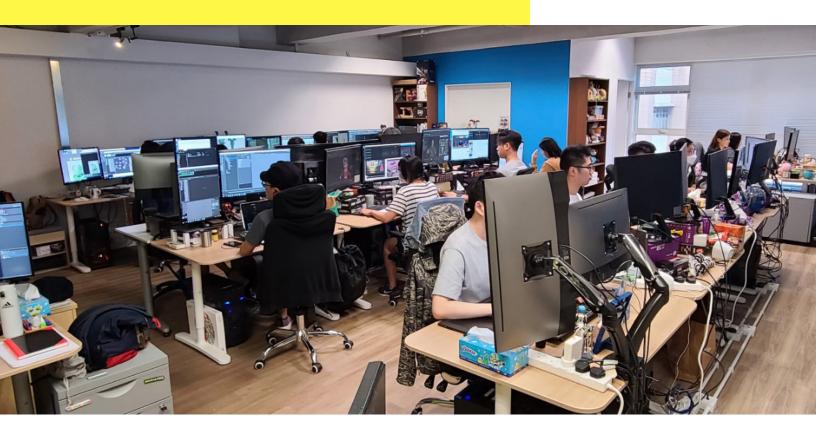# Enchanting Studio Scales up with NetApp Solutions

■ NetApp

Enchanting Studio is a full-services computer-generated imagery (CGI) studio. The company is famed for its animated movies, TV series and game trailers, including **StarBeam** and **Rainbow Ruby Season 2**.

Creating an immersive virtual world requires vast amounts of data memory and processing power, so Enchanting Studio has moved quickly to enhance its data storage and management capability with NetApp's proven technology and Nikoyo professional consulting services. This upgrade has enabled the studio to scale up production to meet the growing demand from gaming and entertainment customers.

Creating vivid computer-generated scenes on the screen requires significant data input to demonstrate each and every object's appearance, qualities, and dimensions, as well as to display them from every possible angle. Without sufficient data, it would be impossible to bring the audience into this imagined world in an immersive way.

Due to the data-heavy workload of CGI coupled with the growing customer demand, Nikoyo strongly recommend Enchanting Studio to choose NetApp's FAS system, an enterprise level storage hardware product. With the support of the FAS system, Enchanting Studio can now run its data anytime, anywhere, as well as safely and efficiently. Consequently, the company has been able to scale up its production capability to enable further business growth.

"Data storage and management systems are underpinning our ability to produce state-of-the-art CGI. NetApp's storage and data management solutions have freed us up to focus on what we do best – namely to continue to deliver world-class CGI to a growing number of customers," said Wilson Shut, founder of Enchanting Studio.

A studio that started small but has big ambitions
Enchanting Studio was founded in Hong Kong in 2016 and expanded to Suzhou later (in 2018), with a goal to work with global companies to deliver best-in-class CGI production.

From the outset, the studio had the foresight to understand the massive potential of the CGI market. In fact, the market for computer graphics is projected to continue growing to reach over USD 40 billion by 2025, largely driven by the demand in entertainment and gaming industry.

However, as larger number of projects began to come into the studio, challenges arose due to the limitations of the company's data storage and management capabilities. Because of their origins as a small business, Enchanting Studio's primary focus was to gain a foothold in the market and grow their business. However, without an in-house IT professional to manage their database, meant that as the business grew, they did not have the capacity to make the required database upgrades.

One of the biggest problems came from the fact that they were storing data on PCs and hard drives. This meant that these locally-stored files could only be accessed by one person at any one time, and were also hard to locate, resulting in lower efficiency and poor team collaboration. This was a bigger hurdle when the studio was looking to scale up production.

In addition, not having a solution to backing up and recovering data and files put the business at risk of losing files, and therefore valuable time and revenue, should anything go wrong. On one occasion, the team lost a file and had to work with a third-party to restore, resulting in an extra week of work. These pressures were increased due to the fact that the company did not have a dedicated IT specialist.

This problem has become more pressing in 2020 with the continued success of the business. Enchanting Studio was expecting a major project to be launched in a very short lead time and they realized the existing hardware and software could not keep up with the business growth.

Separately, the company had plans to expand the team in Hong Kong and Suzhou in the first half of the year, which required an agile and scalable IT solution.

"We had an immediate need to optimize our data management system, so we could concentrate on delivering our best work in the most efficient way possible. We also wanted to enable better cross-team collaboration," said Wilson "NetApp is a proven data management specialist and this expertise has shone through since the day we started working with them. They have handled both the heavy-lifting and day-to-day IT support for us seamlessly and efficiently."

3X
Speed of data processing is 3 times faster

90%
The time taken to open a video file has been shortened from 2 minutes to 10 seconds – a reduction of over 90%.

2X
The number of computers that can run non-stop simultaneously has been doubled.

Scaling up the business through the power of data management

Enchanting Studio understands that a solid foundation of data management is crucial to its business success, and NetApp's FAS system was the answer they were looking for.

The studio handles more than a few terabytes of videos daily, which meant that prior to installing NetApp solutions, a video could take as much as 2 minutes to open.

Powered by NetApp® ONTAP® data management, FAS systems solves Enchanting Studio's pain points of by managing a massive amount of data efficiently. With the fast provision storage supported by NetApp's snapshot function, the time taken to open a video has been shortened to 10 seconds – a reduction of over 90%. Even during system upgrades, the studio can keep running the tasks with zero downtime.

In addition, before using NetApp technology, transmitting videos across teams ran the risk of losing or damaging crucial data. With NetApp's snapshot function, the teams can now share files across borders using only a minimal amount of additional volume space, and quickly replicate data and accelerate recovery when needed.

The enhanced stability as a result of working with NetApp and Nikoyo has meant that the studio's overall efficiency has been hugely improved.

Product:

FAS system running ONTAP

- **NetApp FAS2720**
- **EXPRESS-PACK**

With the help of NetApp's file sharing system, multiple teammates can access the files and work concurrently on a project anytime, anywhere, speeding up the work process. Furthermore, with the customized solutions, the studio has been able to double the number of computers that can run non-stop simultaneously, and the speed of data processing is 3 times faster than before.

Supported by the powerful data management system of NetApp, Enchanting Studio has seen greater productivity thanks to improved inter-team collaboration, which ultimately has enabled continued business growth. The company has doubled in size to over 40 employees in total. More importantly, Enchanting Studio has seen almost 60 percent growth in revenue in 2020.

Partner

NIKOYO

+1 877 263 8277

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