

PICNIC

CASE STUDY

Picnic Post Builds a Robust, Collaborative Media Infrastructure With Quantum

Founded in 2020, Picnic Post quickly established itself as a leading post-production studio for picture, sound, and VFX services in Spain. As demand for premium streaming content accelerated, the company needed an infrastructure that could keep pace with its rapid growth and increasingly complex workflows. By partnering with Quantum, Picnic eliminated performance bottlenecks, improved collaboration across its facilities, and built a scalable foundation for future expansion.

The Picnic logo consists of the word "PICNIC" in a bold, black, sans-serif font, centered within a bright yellow rectangular background.

FEATURED PRODUCTS

STORNEXT

Purpose-built for demanding workflows like media production, research, and AI, StorNext delivers unmatched throughput and collaboration at scale.

XCELLIS

Flexibility and performance for shared storage collaboration. Xcellis servers manage your shared storage environment's users, access, storage, and archive and sync workflows.

“StorNext is a proven solution. We had used it before, it performs, it's rock solid, and we never lost data.”

David González Lozano

Image Workflow Supervisor, Picnic Post



“We need to use technology in a way that gives us more time to make creative decisions and leave technology a little behind, you work better when you’re comfortable knowing everything will work, quickly and reliably.”

David González Lozano — Image Workflow Supervisor, Picnic Post

PICNIC®

SOLUTION OVERVIEW

- Quantum StorNext® File System
- Quantum Xcellis® Workflow Director
- Quantum QXS™-Series Scale-Out Storage

KEY BENEFITS

- **Predictable performance** for multiple concurrent post-production workflows.
- **Eliminated playback bottlenecks** during client sessions.
- **Scalable infrastructure** that grew alongside the business.
- **Minimal disruption** during deployment and rapid user adoption.
- **Improved operational visibility** and future capacity planning.

In today’s post-production environment, creative excellence depends on a delicate balance between artistic freedom and technical precision. Picnic Post understands this reality well. Founded in 2020 as the union of three established companies—specializing in picture, sound, and visual effects—Picnic was created to meet the fast-changing demands of a booming Spanish production market driven by OTT platforms such as Netflix, Amazon, and Disney.

David González Lozano, Image Workflow Supervisor and cofounder of Picnic, explains, “We saw that many platforms were starting to produce content in Spain. They needed a different kind of service, and we knew we had to adapt.”

DESIGNING FOR GROWTH FROM DAY ONE

Picnic began modestly, initially equipping two picture suites and two sound suites when the team moved into its new facilities in November 2020. However, the studio was designed with growth firmly in mind. In just five years, Picnic expanded to more than 30 professionals working across different shifts, operating over ten fully equipped suites, all connected to a shared storage environment.

This rapid and sustained growth quickly tested the limits of Picnic’s original infrastructure. While the system was adequate at the beginning, it was not designed to scale alongside the studio’s accelerating workload and increasing number of concurrent users.

WHEN INFRASTRUCTURE BECOMES A CREATIVE BOTTLENECK

As projects multiplied and workflows intensified, performance constraints became impossible to ignore. Support for the previous system ended, licenses could no longer be expanded, and bottlenecks began to directly impact daily operations.

“We started seeing colorists leaving the suite and asking if someone else was doing heavy work, because playback simply wasn’t possible,” González recalls. “That’s especially difficult when you have clients sitting in the room.”

In an environment where timelines are tight and rendering or QC steps cannot be deferred overnight, these interruptions directly affected client confidence and creative flow. Picnic needed an infrastructure that matched not only its current size, but its ambition.

CHOOSING A PROVEN FOUNDATION FOR COLLABORATION

When it became clear that an upgrade was unavoidable, Picnic evaluated multiple storage approaches, including NAS-based systems and various networking configurations. Having already invested in Fibre Channel infrastructure, the team paid particular attention to predictable, certifiable throughput and separation between Ethernet and media traffic.

Working together with Trigital, the project partner supporting the evaluation and deployment, Picnic assessed which approach would stand up to real production demands, not just theoretical performance.

StorNext emerged as the clear choice. González notes, “StorNext is a proven

solution. We had used it before, it performs, it’s rock solid, and we never lost data.” Reliability, stability, and long-term confidence were decisive factors.

FAST DEPLOYMENT, IMMEDIATE IMPACT

Once the decision was made, deployment was straightforward. Thanks to the Quantum and Trigital specialists, installation and integration were completed in less than a week, with only a few hours of downtime. For the operators, the transition was almost invisible.

“A new drive appeared on the desktop, everyone started using it, and everyone was happy,” González says. The real impact became evident almost immediately. Storage-related complaints disappeared, suites stayed occupied, and the overall atmosphere changed. “The office being quiet is great for me,” González adds. “It means things are working.”

ENABLING TRUE CONCURRENT WORKLOADS

Today, Picnic routinely runs multiple demanding workflows in parallel, including color grading, conforming, and VFX pulls rendering across different suites, all accessing the same shared storage.

“We might be grading in three suites, conforming in two others, and rendering VFX pulls in another at the same time,” González explains. “That’s a lot of data moving constantly, and the system handles it.”

With StorNext, QXS, and Xcellis as the backbone, Picnic gained the confidence to take on more projects simultaneously, without fear of performance degradation.

“We used to do this on paper, now we can clearly see how we’re growing and make better decisions about when to archive or expand.”

David González Lozano

Image Workflow

Supervisor, Picnic Post



VISIBILITY AND PLANNING FOR THE FUTURE

Beyond day-to-day performance, Picnic also benefits from improved operational visibility. Built-in forecasting tools provide insight into future storage consumption, allowing the team to plan archiving and project cleanup proactively.

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TECHNOLOGY THAT SERVES CREATIVITY

With a stable and scalable infrastructure now in place, Picnic is already looking ahead. Future plans include expanding online capacity, adding nearline storage, and eventually integrating LTO®-based long-term archiving. This will give the studio greater flexibility to manage content throughout its lifecycle while ensuring creative teams always have

fast access to the projects they’re working on.

However, for González, the ultimate value of the system is on the creative side. “We need to use technology in a way that gives us more time to make creative decisions and leave technology a little behind,” he concludes. “You work better when you’re comfortable knowing everything will work, quickly and reliably.”

CONCLUSION

By partnering with Quantum, Picnic has built an infrastructure that delivers performance where it matters most today while providing the flexibility to manage content more efficiently as projects move through their lifecycle. The result is a collaborative, scalable, and predictable environment that allows the studio to grow confidently, serve demanding clients, and focus on what matters most: delivering exceptional creative work at the highest level.

ABOUT PICNIC POST

Picnic Post is a high-end post-production studio based in Spain, offering picture, sound, and VFX services for national and international productions. Founded in 2020 through the merger of three specialized companies, Picnic supports premium content creation for leading OTT platforms and broadcasters.

Quantum

Quantum supports organizations in managing growing volumes of data through an intelligent approach to data lifecycle management. Drawing on more than 45 years of innovation in data storage, protection, and management, Quantum helps organizations ensure the right data is in the right place, at the right cost, balancing performance, protection, accessibility, scalability, and long-term economics. Through intelligent data placement and movement across flash, disk, and tape, Quantum enables organizations to reduce risk, control costs, improve operational efficiency, and scale with confidence. Leading organizations across media and entertainment, government, research, life sciences, industrial technology, and enterprise IT trust Quantum to manage, protect, and retain data throughout its lifecycle. Quantum is listed on Nasdaq (QMCO). For more information visit www.quantum.com.

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CS00560A-v01