



# WELCOMEPOST.dk

## CASE STUDY

### Welcome Post Studio Increases Reliability, Flexibility, and Performance with Quantum StorNext Solution

Based in Copenhagen, Welcome Post Production is a boutique studio that helps ad agencies create engaging commercials for broadcast in Denmark and other northern European countries. The studio needed to upgrade its shared storage to enhance system reliability and increase performance for a growing number of 4K and 8K projects. By implementing a Quantum StorNext File System solution, Welcome Post gained that reliability and performance while also increasing flexibility for supporting a full range of post-production tasks from any workstation.

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FEATURED PRODUCTS



At Welcome Post, we're working on more 4K projects and even some 8K. The StorNext solution delivers the high-throughput performance we need for that work.

**Arne Schultz**  
Technical Manager, Welcome Post



With the StorNext shared storage environment, users can get to work quickly, without having to copy files between systems or change hard drives. The files are all available from any workstation, and team members can just start collaborating.

**Arne Schultz** - Technical Manager, Welcome Post

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#### SOLUTION OVERVIEW

- StorNext® File System

#### KEY BENEFITS

- **Gained robust performance for 4K and 8K workflows** with scalable Fibre Channel connectivity and the powerful StorNext File System.
- **Facilitated fast, efficient collaborative work** for editors, color graders, VFX artists, and other team members.
- **Increased flexibility for supporting a full range of workflows** from any workstation.
- **Improved storage reliability for critical tasks** with system redundancy and responsive support.

Before Welcome Post could officially open its doors to ad agencies in 2007, the studio needed to build its technical infrastructure from the ground up. Arne Schultz, the studio's technical manager, knew that implementing shared storage was one of the highest priorities. The studio's relatively small team—which includes editors, color graders, VFX artists, a sound design specialist, and a mastering engineer—needed fast, simple ways to collaborate on in-progress work to meet tight deadlines.

The studio initially implemented Apple Xsan storage to support its Apple Mac workstations. The team liked using the file system, but inadequate technical support jeopardized storage availability. The studio needed a more dependable storage solution backed with stronger, more responsive support.

As Welcome Post began to take on more 4K and 8K projects, Schultz and his colleagues also wanted to increase storage performance. "We

needed the throughput for multiple workstations to handle large, ultra-high-definition files—without dropping frames," says Schultz.

#### SHIFTING TO MORE ROBUST, RELIABLE SHARED STORAGE WITH QUANTUM STORNEXT

A few years ago, the Welcome Post team decided to make a change in its shared storage environment and began exploring options. Schultz ultimately selected Quantum's StorNext File System for its scalable performance, reliability, and flexibility. Connected to the studio's workstations by Fibre Channel, the SAN is powered by the StorNext File System, which delivers outstanding performance and facilitates simple shared access to files.

The StorNext File System was particularly appealing to the Welcome Post team. "We knew that Xsan was based on StorNext," says Schultz. "Our team had learned how to use shared storage with Xsan. By moving to StorNext,

we could have a bigger, faster, more stable environment while using a familiar file system.”

The strong reputation of StorNext among post-production studios gave the Welcome Post team confidence to move forward. “StorNext is like Coca-Cola—everybody knows what it is in our industry,” says Schultz. “By selecting a StorNext solution, we knew we were investing in our future.”

### **GAINING SIMULTANEOUS HIGH-THROUGHPUT PERFORMANCE**

Before deploying the new storage solution in production, Schultz wanted to make sure that it could deliver robust simultaneous performance across multiple workstations. With editors, colorists, and VFX artists often working in parallel, the system had to provide fast, continuous access to data for several team members.

“We have 10 workstations, and our goal was to have seven of them achieve 700 MB per second simultaneously, without dropping frames,” says Schultz. “After some fine-tuning, we reached higher throughput while using real applications.”

For the test, the team played back media on four workstations with Blackmagic Design Media Express. “Media Express does not cache much data. If there’s the slightest disruption in read or write performance, it will generate a popup warning that frames are being dropped,” says Schultz. “At the same time, we ran DaVinci Resolve on three other workstations, exporting 50 frames per second. Using StorNext, we had seven workstations delivering 800 MB per second read and three delivering 800 MB per second write. And we didn’t have a single dropped frame.”

Individual workstations can achieve even higher throughput. “In the real world, we can have one workstation reaching 3,000 MB per second, and the others will not have any dropped frames as they are used for other tasks,” says Schultz.

Those levels of throughput are critical for enabling team members to work efficiently on large, ultra-high-definition files. “At Welcome Post, we’re working on more 4K projects and even some 8K,” says Schultz. “The StorNext solution delivers the high-throughput performance we need for that work.”

### **IMPROVING FLEXIBILITY FOR SUPPORTING MULTIPLE APPLICATIONS AND FUNCTIONS ON EACH WORKSTATION**

With a high-performance shared storage environment in place, in-house staff and visiting freelancers have the flexibility to use just about any of the studio’s workstations. “In a typical suite, we have multiple applications available—including DaVinci Resolve, Adobe Premiere, Adobe After Effects, and Nuke,” says Schultz. “One day, someone will be using Premiere for editing. The next day, another person will be doing color grading in the same suite, using the same workstation.”

For team members, moving from one workstation to the next is seamless. “With the StorNext shared storage environment, users can get to work quickly, without having to copy files between systems or change hard drives,” says Schultz. “The files are all available from any workstation, and team members can just start collaborating.”

### **INCREASING STORAGE RELIABILITY, SCALING PERFORMANCE**

The StorNext solution is configured to provide the redundancy required for critical post-production workflows. “By employing Fibre Channel connectivity with the StorNext solution, we can add redundancy while also scaling up performance,” says Schultz. “With one Fibre Channel connection to a workstation, we might achieve 1,500 MB per second throughput. If we connect another cable, we have redundancy while also doubling throughput to 3,000 MB per second.”

“By selecting a StorNext solution, we knew we were investing in our future.”

**Arne Schultz,**  
Technical Manager,  
Welcome Post



## STAYING UP AND RUNNING WITH RESPONSIVE SUPPORT

The Quantum technical support team helps ensure that the shared storage environment stays fully operational, even after unexpected events. “One night we had a power outage, and the cooling system did not turn back on.

When we came into the office in the morning, the server room was extremely hot,” says Schultz. “Fortunately, the StorNext system had automatically sent temperature warnings to Quantum and created a support ticket during the night. At 9am, we were able to get assistance quickly. With help from Quantum, we were up and running within a half hour.”

When the system came back online, the team could get right back to work. “All the content was there,” says Schultz.

## PROVIDING THE FOUNDATION FOR CONTINUED SUCCESS

The performance, flexibility, and reliability of the StorNext solution enable the Welcome Post team to stay focused on delivering exceptional post-production services on tight deadlines—instead of worrying about storage. “With the StorNext solution, we’re more confident,” says Schultz. “When our team comes in each morning, we know our storage will just work. We rely on StorNext every day.”

## ABOUT WELCOME POST

Founded in 2007, Welcome Post is a boutique post-production studio that offers a full range of services, including offline editing, mastering, grading, compositing, motion graphics, and sound design. This Danish studio, located in the heart of Copenhagen, caters to numerous advertising agencies and production companies that are creating commercials for broadcast in Denmark and other Nordic countries.

# Quantum

Quantum technology and services help customers capture, create, and share digital content—and preserve and protect it for decades at the lowest cost. Quantum’s platforms provide the fastest performance for high-resolution video, images, and industrial IoT, with solutions built for every stage of the data lifecycle, from high-performance ingest to real-time collaboration and analysis and low-cost archiving. Every day the world’s leading entertainment companies, sports franchises, research scientists, government agencies, enterprises, and cloud providers are making the world happier, safer, and smarter on Quantum. See how at [www.quantum.com](http://www.quantum.com).

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