Easily Adaptable File Transfer Solution

Global editing, sound and video post-production house uses Data Expedition, Inc.®'s (DEI®) SyncDat™ to synchronize media files between facilities in the UK and US

"SyncDat is solid. It sits on our infrastructure and helps us deliver files easily."
— Tom Lescoffit, Senior Infrastructure Engineer, The Farm Group

Overview

When you watch television, whether it's a series, documentary, reality or award show, concert performance, news or sports – anything – it's a production that involves a high level of expertise in high-definition editing, sound, and video post-production to keep the audience engaged. The Farm Group opened in London in 1998 to provide that expertise as well as facilities and equipment for use by others in the field. Providing full post-production services to award-winning shows seen on Fox, the BBC, Netflix, Sky One, Amazon, and many others, The Farm Group now has six facilities in the UK, one in Los Angeles, and a new one opening in Manchester in the fall of 2018.

Challenge

When The Farm Group opened its Los Angeles facility in 2011, they sought a file transfer solution to replace the FTP software they had been using amongst their UK sites. Performance transferring data across the pond was going to be a problem with FTP, although, according to Infrastructure Engineer Tom Lescoffit, the LA office's decision to use Data Expedition Inc.'s SyncDat was also based on their tight budget. "The licensing and price were quite good compared with other solutions," he said of the utility that synchronizes files between local clients and remote servers.

With more than 5,000 miles between London and LA – in a fast-paced industry that relies on high-quality media files and strict deadlines – having a reliable file transfer solution that fits easily into the workflow is critical.

Results

Because SyncDat uses DEI's Multipurpose Transaction Protocol® (MTP™/IP), the technology scans and moves The Farm Group's files – on average between 50GB

synchronization and backup applications. SyncDat itself allows users in multiple cities to share files in a collaborative workflow. "We use it between three cities – London, LA and Bristol in the UK", said Tom. "Depending on which folder you drop files, SyncDat will send to the correct facility."

An example of this is a lot of small files or one working file for a production started in LA that is then finished in London, in collaboration with Bristol. There are editors, creative people, and post-production teams spread across all Farm Group facilities who can share resources because everything is interconnected for collaboration.

"For us, once SyncDat is deployed, we do not need to look at it and do not need to change our workflow for file transfers. When it's set up and running, we just drop a file and there it goes. It is also easily adaptable if we need to change anything such as new locations or new settings," Tom said. "People don't notice it, but they would notice if a deadline was missed."

He said that the IT team did a network upgrade at the beginning of the year that improved the London to LA link from roughly 160Mb/second to about 300Mb/second. That dramatically reduced the time to transfer files without having to make any changes to the SyncDat software. "Data Expedition has a very simple licensing model, too", he added. "You get 'X' number of concurrent connections, and there are no extra fees when you upgrade the bandwidth."

About Data Expedition, Inc.
Data Expedition, Inc.®(DEI®) is the creator of the world's only data transport software that instantly adapts to fully utilize any network path, maximizing the throughput of existing network infrastructure. Since 2000, DEI has provided data transport solutions to the world's largest companies across nearly every continent and industry. The company's patented MTP™/IP technology uses unique flow-control and error recovery algorithms to achieve high-network efficiency across all IP networks. Companies using DEI's solutions can automatically transport data as fast as the underlying infrastructure will allow without human intervention at a fraction of the cost of other solutions. For more information or to download a FREE trial of ExpeDat for the cloud, please visit www.DataExpedition.com.
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