

Preymaker uses CloudDat™ to enable their cloud- native workflow.

preymaker

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– Alan McSeveney
Preymaker

Born-in-the-cloud creative studio, Preymaker, is able to meet deadlines while engaging their global supply chain with CloudDat for AWS Marketplace.

Overview

The award-winning crew at Preymaker collaborate across all areas of content creation, CGI, media and IP via their advanced custom cloud-native studio, built on Amazon Web Services (AWS). Preymaker is one of the world's first 100% cloud-native creative and technology studios, delivering world-class content and creative execution, built upon a solid foundation of innovation and visual effects (VFX). Headquartered in New York City, Preymaker works with clients from around the world creating linear content, interactive and immersive media, and The Metaverse.

Challenges

Each project starts with a massive delivery of video data from the client. A single day of remote shooting might produce more than 12TB (terabytes) of raw footage in addition to the huge sums of data being uploaded daily from the New York studio and remote workers. Media & Entertainment (M&E) pipelines are built around high-performance central storage that is tightly coupled with computing resources. Traditional content creation studios would have invested heavily in on-premise computing and storage infrastructure, building racks of storage and GPU workstations connected by high speed networks. Preymaker launched in 2020, three months before New York City was locked down due to COVID-19, and was already operating as a cloud-native studio in AWS which gave them a tremendous advantage during the pandemic.

By leveraging remote workflow tools from Teradici and high efficiency storage tools from WEKA, Preymaker's global workforce would be able to connect and seamlessly collaborate on even the largest projects. But this created a critical bottleneck in the pipeline: all that data had to be uploaded into the cloud before work could begin. In today's fast-moving world, Media & Entertainment studios like Preymaker are only given about a third as much time as they were ten years ago to turn projects around. Editorial decisions that once occurred before VFX, now take place after, requiring storage of all

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the raw footage. On top of that, higher resolution formats are ballooning file sizes. Those shrinking deadlines combined with growing assets make accelerating the upload to cloud storage absolutely necessary.

Solution

Alan McSeveney led the technology team tasked with implementing this novel workflow. Initially they implemented data transfer around a product they had been familiar with from previous work. But they soon discovered that it was both very expensive, and limited in the types of storage it could access. This started a search for an alternative accelerated data transfer solution to help them upload these massive data sets into AWS.

Their search led Alan and his team to AWS Marketplace and Data Expedition, Inc.'s CloudDat solution. Alan quickly saw an opportunity to adopt a much less expensive and completely predictable cost-model. Further, as Preymaker evolved their storage architecture, CloudDat would allow them to target whatever systems they needed. "The fact that CloudDat could pivot between S3 and any filesystem mounted, that was a huge bonus." commented Alan.

For the most critical task of quickly uploading data, CloudDat was able to saturate Preymaker's data connections with AWS. CloudDat can be leveraged from other providers, or even from home offices, to take advantage of even more bandwidth. Alan noted, "If we were to try and upload over FTP, the deadline for the job would pass by the time the data arrived to storage. It's absolutely a necessary step to have accelerated data transfer. We would not be able to do our job without it."

Combining CloudDat's predictable performance with the predictable Data Expedition, Inc. pricing model is bringing huge benefits to Preymaker. "We looked at other competitors and we laughed them out of the building because of price." Because competitive offerings are charging based on per-GB in many cases, pricing quickly grows to absurd levels. Alan continued, "When we worked out our needs it came to about 60 times what CloudDat would cost." CloudDat from AWS Marketplace offers fixed costs per hour or per month with no bandwidth surcharge or per-GB pricing. This allowed Alan and Preymaker to benefit from a predictable cost structure that was 98% less expensive than the alternative. According to Alan, "There are no bells and whistles with CloudDat whatsoever, but it does the job and it does the one thing it does at a predictable and affordable price. The fact that you can add bells and whistles around it, if you so choose, is another good selling point. There is a lot you can do to make it slick yourself."

➔ KEY TAKEAWAYS

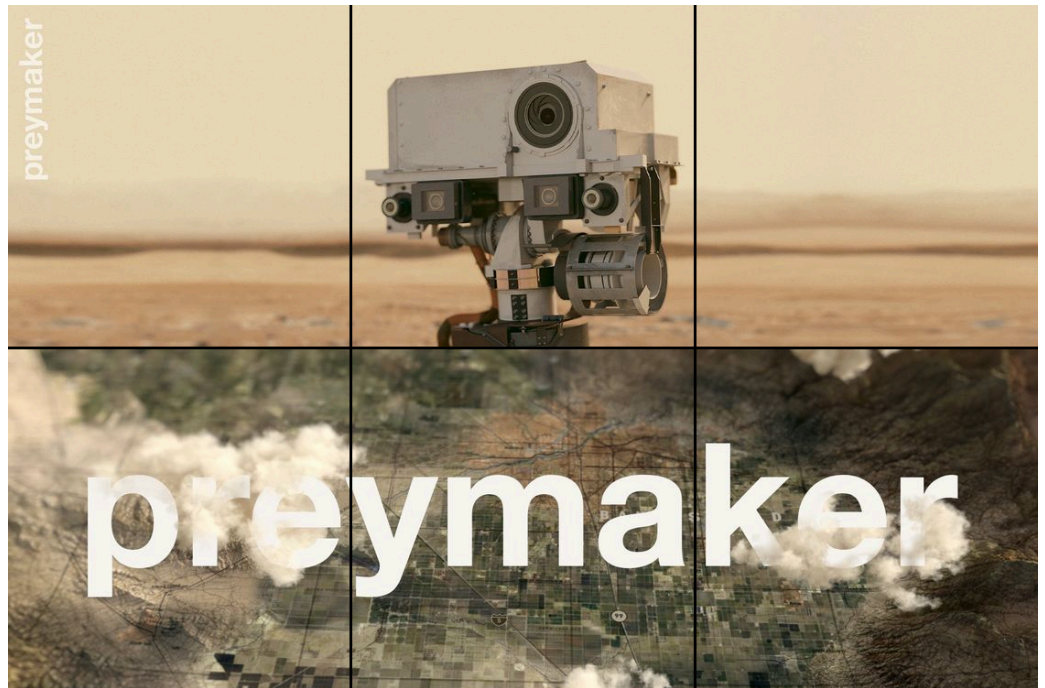
- CloudDat provides predictable, publicly available pricing, not based on bandwidth or per gigabyte fees.
- Performance fully utilizes available bandwidth to scale with infrastructure and needs.
- CloudDat's ability to access multiple storage types (S3, EBS, FSx, etc.) allows workflows to evolve and grow.

Results

By leveraging AWS for their critical infrastructure, and CloudDat for their critical data path, Preymaker is able to continue their extraordinary growth. As the pandemic forced work-from-home, and traditional studios found themselves cut off from their central storage, Preymaker's cloud-native approach allowed them to quickly adapt and thrive. Today they maintain nearly 1 PB (petabyte) of asset storage.

With veteran leadership from within the Media & Entertainment industry, creative and technology company Preymaker is fast becoming known for their trail-blazing workflows and innovative approach to the work they do. They are constantly pushing the boundaries of what can be done within AWS for M&E.

When asked how CloudDat continues to fit into their workflow, Alan parted with the following closing comment, "A product like CloudDat is critical for companies pivoting to cloud infrastructure. CloudDat is absolutely indispensable."



About Data Expedition, Inc.

Data Expedition, Inc.® (DEI®) is the Emmy Award winning 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 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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