

NUTANIX POWERS CREATIVITY

REMOVING BARRIERS TO IMAGINATION

INTRODUCTION

The media and entertainment industry pushes technology to its limits. The production workflow – from content creation to streaming to digital preservation – requires a range of technological capability and adaptability resembling cloud services. Put differently, the imagination and innovation required from people to design and deliver these productions require technologies that complement this creative process.

It makes sense that the imaginative, "think outside the box" mindset that populates these studios would look to a company like Nutanix to enable faster adoption of leading-edge technologies and collaboration tools that can accelerate the creative process and deliver content to audiences around the world.

TECHNOLOGY – CREATIVITY'S FORCE MULTIPLIER

It seems almost contradictory that the linear and structured world of information technology (IT) can be a force multiplier for content creators. However, it's true. Distributed teams of artists, animators and other creative forces must work in an iterative feedback loop to develop the films we watch on-screen or through our favorite streaming service. Technologies like cloud computing and desktop-as-a-service (DaaS) enable real-time collaboration.

Animated films are perhaps the perfect example of where art meets technology. 3D modeling, Rigging, Surfacing, and Matte Painting transform concepts into objects and people, while processes like Crowd Animating take these people and things and turn them into scenes. Each process, however, requires a powerful compute platform that allows creators to collaborate and work closely with one another.

Once the creative process is complete, transcoding and streaming platforms have to be able to take and transform it into consumable media that can be viewed on a variety of devices and platforms – from the big screens of cinemas to tablets and phones.

NUTANIX AND HPE BRING THE CLOUD TO PRODUCTION WORKFLOW

As technology can be a force multiplier for the creative process, cloud operations can be a force multiplier for the IT organization supporting the production workflow that spans creative studios and streamers. These cloud operations are a combination of infrastructure and software that enables IT to deliver everything-as-a-service to its customers.

Nutanix delivers cloud agility through its Nutanix Cloud Platform, providing highly performant, secure digital workspaces for creators and syndicators to develop, distribute and preserve content. With HPE GreenLake as the underlying platform, the offering spares IT organizations from the indirect costs tied to the time and complexity of deploying and managing the environments that support these media, creation transcoding, streaming and digital preservation services.

Content creators and streamers need modern infrastructure to satisfy their needs. They need servers rich in CPU and GPU resources to deliver creative workspaces and big memory footprints that enable high-end workstation performance from the cloud. They also need fast storage that can support the creation, storage and delivery of content, from concept to streaming film. HPE GreenLake delivers cloud infrastructure and economics – hardware that can be consumed in an elastic fashion and a consumption-based licensing model that drives down the cost of innovation.

Together, Moor Insights & Strategy sees HPE GreenLake with Nutanix as an ideal platform for the media & entertainment IT organization struggling to meet the demands of the creators and syndicators.

SUMMARY

Changes in the way content is created, distributed, and consumed have further expanded the way studios, streamers and syndicators consume technology. The relationship between the creative process and technology is indeed symbiotic – studios use technology to bring imaginations to life, which drives greater innovation in technology development.

As creation spurs technology innovation and vice versa, the distributed teams tasked with content development require access to the latest technologies around modeling, rendering and delivering content. This can be a cost-prohibitive dynamic that can leave a lot of great ideas on the cutting room floor.

The answer to this dilemma is the implementation of cloud operations – where the latest software and infrastructure is immediately available to teams that span the globe. Nirvana is bringing the promise of the cloud into the studio, accelerating the creative process while IT maintains control, costs and security.

MI&S sees HPE GreenLake and Nutanix as a joint solution that can deliver this much-needed cloud operating model to studios of all sizes.

For more information, visit <https://www.nutanix.com/solutions/media>

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