



CASE STUDY

EFD Digital Builds an End-to-End Post-Production Workflow Powered by StorNext 7 Software

In business for more than 20 years, EFD International today is the leading rental company for filmmaking equipment in Latin America. When CEO and President Georgina Terán Gilmore decided to launch a new post-production division in 2020, EFD needed to build a new storage environment that could simultaneously support a large number of TV, film, and commercial projects and handle their workflow requirements from high-speed post production at the highest resolutions, to long-term content archiving—with a single subscription-based software platform. Implementing an end-to-end solution based on the Quantum StorNext® software platform, the newly formed EFD Digital gained the performance, scalability, and flexibility for immediate projects and long-term growth.

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FEATURED PRODUCTS



“We wanted to be a trustful and innovative partner to our customers, being able to offer a strong, stable, and flexible storage platform that can handle any type of workflow and multiple projects at the same time. For us, that meant selecting Quantum.”

Roy Santoyo
Director of Post-Production, EFD Digital



Quantum's StorNext 7 software platform gives us the performance that teams need for collaborating efficiently, both locally and remotely, with very large files and all types of codecs, resolutions, and bitrates. With this solution, we expect to have the fastest post-production environment in Latin America.

Roy Santoyo - Director of Post-Production, EFD Digital

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SOLUTION OVERVIEW

- Quantum StorNext® 7 File System
- Quantum F2000 NVMe Storage
- Quantum Xcellis® Workflow Director
- Quantum Xcellis Workflow Extender
- Quantum QXSTM™ Disk Storage
- Quantum Scalar® Tape Library

KEY BENEFITS

- **Implemented a robust, scalable storage foundation** built on the reliable, well-respected Quantum brand.
- **Created a flexible storage environment** that supports a full range of applications and operating systems.
- **Delivered region-leading storage performance** that enables efficient work on even very large lossless files.
- **Empowered team members to work remotely from home**, providing simple, fast access to project files.
- **Gained the scalability to support numerous projects** and expand into new types of work.

For years, the production companies that rented cameras, lenses, lights, cranes, and other equipment from EFD suggested that the company expand into post-production services. In 2020, EFD decided to move forward and launch a new post-production studio, EFD Digital, which could support both existing and new clients.

EFD hired Roy Santoyo, an experienced editor, colorist, and VFX artist, as the director of the new post-production division. One of his first tasks: build the technology infrastructure necessary to support a large number of simultaneous projects that would allow EFD to succeed against any kind of capacity and performance challenges over the years.

Of course, starting up a new post-production business in the middle of a global pandemic can be complicated. "The original plan was HUGE, but the pandemic slowed down our plans," says Santoyo. "So we decided to implement it in phases."

Still, Santoyo wanted to avoid a patchwork approach that too many other studios had adopted. "I knew we needed to do this the right way," says Santoyo. He and his team needed to establish a powerful, single platform that could serve as the foundation for growth.

BUILDING ON A REPUTABLE BRAND: QUANTUM

As part of a premier equipment rental company, the EFD Digital team understands the importance of choosing technology brands that clients instantly recognize as reliable. "We wanted to be a trustful and innovative partner to our customers, being able to offer a strong, stable, and flexible storage platform that can handle any type of workflow and multiple projects at the same time," says Santoyo. "For us, that meant selecting Quantum."

In envisioning a Quantum solution, Santoyo wanted to go beyond the storage environments that clients might experience in other Latin American post-production studios.

“We wanted an end-to-end Quantum solution, like something you might find only in large TV production studios,” says Santoyo.

With help from system integrator Seal Telecom, the EFD team designed an end-to-end Quantum solution that could be deployed in phases. Ultimately, the environment will include Quantum Xcellis Workflow Director and Workflow Extender systems, high-performance Quantum NVMe storage, Quantum QXS Disk Storage, and a Quantum Scalar tape library—all powered by the Quantum StorNext 7 File System. For the first phase of studio deployment, EFD Digital implemented 1 PB of storage. Within a year, the team plans to scale up to 3 PB. With the StorNext software subscription, they now have the ability to scale to potentially unlimited content growth.

PROVIDING THE FLEXIBILITY FOR A VARIETY OF APPLICATIONS

Integrating the Quantum StorNext environment with an ELEMENTS GATEWAY solution has given the post-production studio enhanced bin-locking and project-sharing options for a wide range of NLE and VFX tools. “We need to support multiple platforms in almost every area—including editing and color,” says Santoyo.

“Now team members can use Avid, Adobe Premiere, DaVinci Resolve, Baselight—really any platform they want to use.”

ACHIEVING REGION-LEADING PERFORMANCE

Implementing an end-to-end Quantum solution gives EFD Digital a clear competitive edge in Latin America. And as the company progresses with its phased implementation, it will take the lead in offering unsurpassed storage performance.

Strong performance is vital for EFD since a growing number of projects have ultra-high-definition content and use lossless formats, such as EXR or DPX. Quantum NVMe storage, coupled with StorNext capabilities that automate data placement on NVMe and hard disk storage, can deliver exceptionally high-throughput, low-latency performance.

“I told our system integrator that we needed a solid and very fast solution,” says Santoyo. “Quantum’s StorNext 7 software platform gives us the performance that teams need for collaborating efficiently, both locally and remotely, with very large files and all types of codecs, resolutions, and bitrates. With this solution, we expect to have the fastest post-production environment in Latin America.”

“Our business is changing and growing quickly. But with Quantum, we are ready.”

Roy Santoyo,
Director of Post-Production, EFD Digital





EMPOWERING REMOTE WORKERS

Using the Quantum solution along with an integrated ELEMENTS Media Library for asset management and collaboration, EFD Digital was also able to empower editors, colorists, and other team members to work remotely throughout the pandemic. Team members have simple, fast access to workstations and files from anywhere.

“Other post-production houses in Mexico ripped out their Avid workstations and sent them to their editors’ houses,” says Santoyo. “With our Quantum solution, I can connect to my Avid workstation using my laptop from home—it’s so fast and efficient. This solution enabled us to stay productive even when working remotely.”

This remote-work solution could also open new opportunities for expanding the EFD Digital workforce in the future. “I can hire a colorist from Australia, for example, who can deliver work to Mexico or the United States. It’s all possible now,” says Santoyo.

GAINING THE SCALABILITY FOR RAPID GROWTH

With the Quantum solution, EFD Digital has both the scalable storage performance and capacity to work on multiple, large projects simultaneously. “Some of the TV series we work on have 80 episodes, and we might have two or three of those projects at the same time,” says Santoyo. “Now we can handle anything that clients want to bring us.”

When production studios ramp up their work post-pandemic, the EFD Digital team expects to see a rapid rise in new projects. “In addition to more TV series, we’re already seeing growing demand for advertising and film projects,” says Santoyo. “Our business is changing and growing quickly. But with Quantum, we are ready.”

ABOUT EFD INTERNATIONAL

Headquartered in Mexico, EFD International is a global company committed to satisfying the diverse production and equipment needs of producers and photographers in the Americas and Europe. Over the past 20 years, the company has grown to become the largest rental house for cinematographic equipment in Latin America and is among the largest 10 companies for equipment rentals in the world. Today, EFD provides the most advanced equipment in support of every type of production, from TV series, commercials, short films, and documentaries to major Hollywood films. EFD Digital was launched in 2020 to support the post-production needs of film and TV production teams.

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.

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