



Media powerhouse Tippett Studio fuels innovation with Igneous Data Protection as-a-Service

Tippett Studio is an animation, media production, and visual effects company that has brought to life some of the most technically challenging and iconic scenes in the world's most beloved films and visual experiences, including Star Wars and Harry Potter. With stunningly realistic animations and visual effects come stunning amounts of image and rendering data. Tippett's legacy data protection solutions were strained to their limit. The team turned to Igneous for its ability to manage unstructured data at scale, enabling IT to lower costs and meet the needs of both internal production teams and external clients.

The Challenge: Legacy backup and tape fail to make the final cut

Tippett's legacy backup solution, a combination of Commvault, Oracle ZFS, and a Spectra Logic tape library, had been buckling under the studio's data growth in recent years. The tape-based solution was also causing a strain on their primary systems making it difficult for the IT team to meet SLAs for both clients and internal production teams.

Due to tape drives failing, they were often operating at only 50% of their tape drive capacity and were at risk of losing artist data. Eventually, the situation reached a point where the cost-benefit analysis was in favor of investing in a more scalable solution.

"The main driving factor was for me was that our tape library, which we've had since before we started working here 11, 12 years ago, was not keeping up with the times. Our data needs to keep growing. The tape library is expensive to maintain and the TCO wasn't what we wanted it to be. As drives failed, that became even more problematic and I knew that we needed to move toward a disc-to-disc backup scenario," said Mike Root, Director of Technology at Tippett.

““ *Igneous was more developed, more advanced than any other product solution we looked at.*

Sanjay Das

Partner & Chief Operating Officer at Tippett Studio



COMPANY

Tippett Studio

LOCATION

Berkeley, CA

INDUSTRY

Media & Entertainment

EMPLOYEES

150

GOALS

Protect and archive data to SLA, without performance impacts, modernize for cloud archive.

WEBSITE

tippett.com

IGNEOUS BENEFITS

- Enables the company to take on more data-intensive, high-fidelity projects with cutting edge production pipelines
- Provides automated and scalable data protection and archive for petabytes of VFX data including texture maps, Houdini volumes, and rendered images in OpenEXR files
- As-a-Service delivery reduces costs, allowing the company to focus resources on media production, not operational and systems management

PRODUCTS USED

- Igneous DataProtect

The Solution: As-a-Service backup and archive designed for scale

As the standards for media and the technological capabilities of production shops increase, Tippett—a studio at the very cutting-edge of media innovation—needs to be able to support higher and higher resolution and frame rate demands.

Igneous addresses an urgent and gaping void in their infrastructure that was projected to get much worse as the media and entertainment landscape shifts towards more and more data-intensive productions.

“We don’t have a dedicated technology team or an I.T. team per se. So I have to lean heavily on people that I trust, on partners that I know can deliver. [Igneous] was more developed, more advanced than any other product solution we looked at,” said Sanjay Das, Partner & Chief Operating Officer at Tippett.

The Result: Unstructured Data Management enables new business goals

Success for Tippett is sweet and simple. It means a backup system that works smoothly and exactly as planned, enabling the team to meet the needs of their end users.

“If we can restore people’s data and it all works, then mission accomplished,” said Root.

Even better, success means time freed up for IT to work on bigger projects beyond troubleshooting their backup system, managing tapes, and quelling artists grumbles about the performance of their storage services.

“My interpretation of success is, nobody has escalated anything to me yet. It’s an elegantly, outstandingly simple solution,” said Das.

Why Igneous

- Fast file movement up to 100TB per day
- Simple solution delivered, managed, and consumed as-a-Service
- Support for any NAS system, file protocol and cloud service
- API-enabled for tight integration and automation
- Time to Value in days vs weeks

““ *My interpretation of success is, nobody has escalated anything to me yet. It’s an elegantly, outstandingly simple solution.*

Sanjay Das
Partner & Chief Operating Officer
at Tippett Studio

Contact Igneous

1-844-IGNEOUS / 206-504-3685 / info@igneous.io