

ARISTA

customer case study

INDUSTRIAL COLOR

"We're able to deliver projects faster than anyone else in the industry."

- Aaron Holm,
VP of Development,
Industrial Color

Digital Capture Industry Leader

Industrial Color Installs 10GbE Backbone Switching Infrastructure from Arista Networks

Industrial Color is a world leader in digital still captures, RED and HD video capture, color grading and delivery. Their network infrastructure must deliver ultra low latency and high throughput for multi-terabyte video file transfers to employees working on client projects at the desktop.

Industrial Color Inc., headquartered in New York, provides world-class creative and production services for digital and motion shoots. With offices in Los Angeles and Miami, plus a growing network of 'edit suites' in New York, they serve clients in the photography, advertising, retail, media and production industries.

The 'Big Data' Challenge

In 2010, professional photographers and producers started to make extensive use of technologies such as RED and HD video capture. A video motion 'content explosion' had begun.

Responding to their clients' big data video requirements, Industrial Color gained an early mover advantage by interconnecting both data center and multiple editing suites in New York with a 10GbE fiber network.

Video file transfers over this infrastructure were up to 100 times faster than FTP using their Aspera Fasp™ technology.

With collaborative projects between editing suites generating multiple terabytes (TB) of high depth, high end camera captures, Industrial Color also upgraded their data center storage solution to handle more than 250 TB of data overall.

"In this business, IT must get out of the way of the creative process." – Aaron Holm

The next hurdle to overcome was making sure the network infrastructure could support this data avalanche between client editing suites, the storage infrastructure, and Industrial Color's own producers and digital technicians at head office.

"We needed a 10GbE backbone switching infrastructure that could connect all of our edit suites into our high performance storage." – Aaron Holm

Solution: Arista 10 GbE Switches – High Performance and Reliability

In choosing a 10 GbE switching solution, Industrial Color were looking for ultra-low latency, flexible expansion options, and easy to use management functions. Arista's 7100 series switches and EoS software architecture met those requirements. Comments Aaron Holm, *"We also asked for recommendations from other industry partners, and Arista was spoken very highly of."*

Working together with Arista's Sales engineers, Industrial Color validated a resilient design that they were comfortable with. The installed network architecture will also support future business growth as new edit suites are added and other business areas require 10 GbE connectivity.

Results:

The Arista switch rollout went according to plan and the 10GbE network has performed flawlessly and transparently.

- Migration to 10 GbE switching infrastructure over fiber, with one gigabit copper zones, delivered required throughput while also supporting future bandwidth requirements.
- Arista 10GbE switches provide a transparent backbone switching infrastructure that connects digital edit suites with Industrial Color's high performance storage solution.

"Clients look to Industrial Color for state-of-the-art production capacity, speed, performance and creative quality. Arista's 10GbE network infrastructure is a key part of how we deliver on these capabilities."

Steve Kalalian – Industrial Color President.