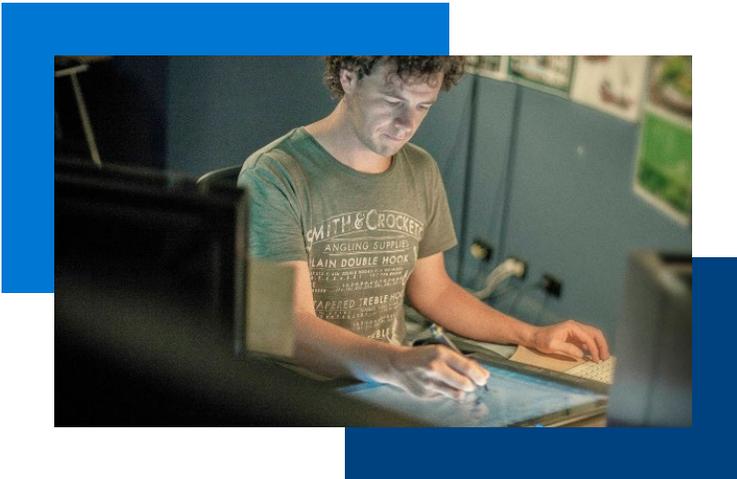


Animated characters transform from ideas to life

Animal Logic accelerates creative workflows, improves artist productivity and scales global infrastructure to meet fast-paced production schedules.



Customer profile



ANIMALLOGIC

Media and Entertainment | Australia, Canada



“Dell Technologies continues to innovate with faster, more scalable storage and compute so we can take full advantage of the latest animation advancements.”

Darin Grant

Chief Technology Officer,
Animal Logic

Business needs

At Animal Logic, a global animation studio, speed and agility are essential to success. When production begins on a new project, the company grows and requires an increase in computing and storage. With Dell EMC PowerScale storage and PowerEdge servers, Animal Logic meets changes to workflow demands with ease and efficiency.

Business results

- Scales IT on demand at two global locations.
- Local and direct access to on-premises hardware improves network latency, increasing productivity.

Solutions at a glance

- [Dell EMC PowerScale](#)
- [Dell EMC PowerEdge](#)
- [CDW StudioCloud](#)



“We can’t let a lack of storage or computing power get in the way of their creativity or innovation. With Dell Technologies and CDW StudioCloud, we have the power and flexibility for that never to be a problem.”

Darin Grant

Chief Technology Officer,
Animal Logic

It’s not enough for industry pacesetters to deliver outstanding innovations. These companies also require unprecedented performance, scalability and agility. Animal Logic, one of the world’s leading independent creative studios, has produced award-winning visual effects and animation for blockbusters like “The Lego Movie” franchise, “The Matrix,” “Peter Rabbit” and countless others for 30 years.

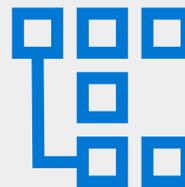
When a production cycle starts, Animal Logic begins to hire hundreds of talented artists and practitioners and cranks up storage and computing capacity across its Sydney and Vancouver studios. The flexibility gained from unified global sales and support operations allows Animal Logic to shift IT capacity between locations, putting its infrastructure where it is needed when it is needed.

Animal Logic relies on Dell Technologies and its partner CDW StudioCloud, a managed infrastructure service, for performance and the ability to temporarily scale up with ease and efficiency. Animal Logic runs production workflows on PowerScale, Dell EMC scale-out network attached storage (NAS) family which includes All-Flash and Dell EMC PowerEdge rack servers to provide adaptive and autonomous compute power. The Dell solutions are integrated with CDW StudioCloud.

Artistic creativity full steam ahead

Darin Grant, Animal Logic’s chief technology officer, explains, “Our talent’s time is the most valuable part of our business. We can’t let a lack of storage or computing power get in the way of their creativity or innovation. With Dell Technologies and CDW StudioCloud, we have the power and flexibility for that never to be a problem.”

The massive performance of Dell EMC PowerScale All-Flash nodes has accelerated script-to-screen workflows. Animal Logic creates storyboards, generates low-resolution animation, builds characters with multi-layered models and textures, and integrates them into a fully digital scene, which is rendered into the final image you see in the theater.



Accelerates
script-to-screen
workflows.



“We have some challenging production demands and big jumps in crew numbers. Each time, Dell Technologies has scaled the hardware, software and services to meet these deadlines.”

Darin Grant

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“The new Dell EMC PowerScale All-Flash nodes give us improved performance of our existing storage,” says Grant. “This gave us the power to complete final rendering, where the heaviest compute cycles occur in any film, of ‘The Lego Movie 2’ faster and more efficiently than any previous film.”

Quicker rendering with PowerEdge servers allows Animal Logic to reduce the time that artists wait for results. Every reduction in wait time allows artists to spend more time on their craft.

Embracing the latest animation technologies

The latest animation technologies are also requiring new levels of performance and scalability.

Grant notes, “Exciting things are happening in animation, such as machine learning, to eliminate arduous tasks relating to image manipulation. That helps artists spend more time being creative. Dell Technologies continues to innovate with faster, more scalable storage and compute so we can take full advantage of the latest animation advancements.”

In addition, Animal Logic places high value on the partnership with Dell Technologies.

“We expanded our strong relationship beyond storage and compute to desktops and our rendering farm,” Grant says. “We have some challenging production demands and big jumps in crew numbers. Each time, Dell Technologies has scaled the hardware, software and services to meet these deadlines.”

Grant concludes, “Dell Technologies is a partner who cares about our creative work as much as we do. We really view them as an extension of our studio and team.”

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