



OVERVIEW



FutureWorks is a leading end-to-end film production services provider. The company's 300 VFX specialists based in Mumbai and Chennai support films and television shows for today's largest streaming platforms, including Netflix, Amazon, and Disney+ Hotstar in India. Given the fast pace and rapid evolution of production in the media industry, and to maintain strong working relationships with clients, FutureWorks must stay a step ahead of their technical needs. When FutureWorks decided it was time to explore the potential of a virtual workstation and render farm environment in the cloud, it turned to Six Nines for help setting up a pilot on Amazon Web Services (AWS).

CHALLENGES

Between anticipating market needs and dealing with logistical challenges around the COVID-19 pandemic in early 2020, FutureWorks had reached a crossroads. Not only did the company need to figure out how to support higher resolutions, but it was suddenly in a situation where employees were working from anywhere in the world. Gaurav Gupta, CEO of FutureWorks, said the situation led the company to set aside planned hardware upgrades to consider the cloud and think bigger about its compute approach: "Given the computing power that's available on tap in the cloud, we started asking why not start rendering in 12K and increase resolution? How can we enable our artists to create even more amazing imagery without having to be on-site? What could we accomplish with a multi-site cloud-based environment?"

SOLUTION

Six Nines identified three solutions to address the business and production challenges FutureWorks was experiencing with the cloud. First, a pilot for testing a Studio in the Cloud solution featuring virtual workstations, high-performance filesystems, and a virtual render farm. Second, a cloud "burst-render" solution for their existing on-prem infrastructure. And finally, developing a cost report/governance strategy for finely tracking cloud usage. Gaurav said that despite the time differences between the U.S. and India, working with Six Nines was seamless. "Six Nines made the process easy by helping us really iron out our goals and scope for the proof of concept and then keeping us looped in on the process with regular meetings and clear communications," he explained.

The Studio in the Cloud solution featured Teradici's Cloud Access Plus as well as custom orchestration developed by Six Nines to manage several AWS services using Infrastructure as Code (IaC). This largely simplified the cloud production environment, allowing FutureWorks more time to be spent on the creative production demands and less on the technical challenges with the cloud.

Six Nines set up and configured AWS Thinkbox Deadline render orchestration. The solution took advantage of AWS Spot Instances, which are offered at huge discounts versus on-demand pricing. This gave FutureWorks the flexibility to reduce render turnaround time by leveraging virtually limitless compute capacity within AWS and the potential to save on the overall costs per render job.

“Six Nines was closely aligned and in synch with us throughout the entire pilot, which made the whole experience of testing out cloud possibilities for our business effective.”

— Guarav Gupta, CEO, FutureWorks

AWS SERVICES USED

- Amazon Elastic Compute Cloud (EC2)
- Amazon Simple Storage Service (S3)
- Amazon Elastic File Systems (EFS)
- Amazon FSx for Lustre/FSx for Windows
- AWS Thinkbox Deadline
- AWS Systems Manager
- Amazon CloudWatch
- Amazon CloudTrail
- AWS Site-to-Site VPN
- Amazon Virtual Private Cloud (VPC)

SIX NINES EXPERTISE

- Deep M&E Experience
- TPN/MPAA Security Standards
- DevOps
- Infrastructure as Code (IaC)
- Cloud Automation
- Cost Optimization & Governance

RESULTS

After running the pilot, FutureWorks noticed an unprecedented level of work on the horizon, including new titles along with the complexity and number of shots in production growing rapidly. Gaurav expects that FutureWorks will rely heavily on its AWS cloud environment. He believes that thanks to the help of Six Nines, FutureWorks is set up to succeed. “We had some previous experience in the cloud where we incurred unexpected costs that offset the benefits,” explained Gaurav. “The solution that Six Nines provided us, including their Cloud CIO™ platform, will help us see and understand our costs so we can make the best possible use of our time in the cloud.”

WHY SIX NINES?

Six Nines IT is an AWS Partner Network (APN) Premier Consulting Partner and AWS Solution Provider specializing in helping businesses migrate to the cloud responsibly. A member of the APN since its inception, Six Nines has successfully migrated hundreds of customers across all industries to the cloud and offers an unparalleled combination of speed, agility, experience, and proprietary solutions to deliver accelerated solutions and a rapid time-to-value. The Oakland-based company combines old-school, on-premises IT roots together with deep expertise and a laser focus on all things AWS – including a core concentration on High Performance Computing, AI/ML, AWS Microsoft Workload Competency and AWS DevOps Competency – to deliver solutions that are individually tailored to meet customers’ needs throughout the cloud lifecycle.



Premier
Consulting
Partner

- DevOps Competency
- Microsoft Workloads Competency
- Solution Provider

