Lexhag VFX Case Study

The Customer

Lexhag VFX is an award-winning independent visual effects studio bringing stories to life for the TV and film industry. Lexhag works for global film and TV organisations to provide innovation and expertise in the field of special effects.

Our Relationship

transACT are a trusted advisor for Lexhag.

Business Challenges

Lexhag wanted to build a 'global virtual studio' that every employee across the globe could access. Lexhag worked with trasnACT in their capacity as Advanced AWS Consultancy Partners to deliver a multi-phased data recovery and storage solution with AWS to meet their requirements.

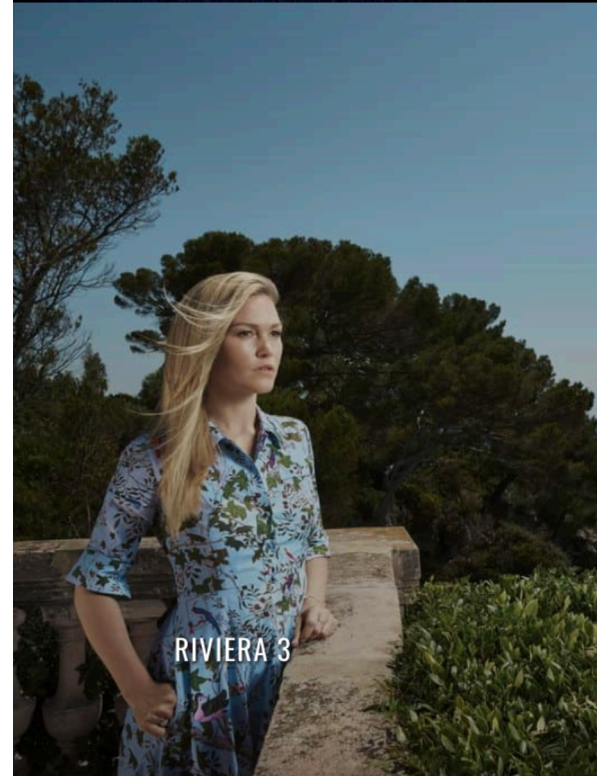## Solutions

Public Cloud - AWS.

Products

Amazon S3, Amazon S3 Glacier, Amazon Snowball, AWS CLI, Cloudberry Managed Backup.

Outcomes

As well as creating a virtual studio of assets which is accessible by their team securely from anywhere in the world, Lexhag's business processes have been transformed with the recovery and storage solution transACT provided for company data.

> **We sought out best-in-class providers around data recovery and storage solutions to ensure Lexhag have a best-in-class data strategy for the future.**

transACT cloud services

WE HUNT TOGETHER
AWARD WINNING

AVENUE 5

RIVIERA 3

THE PALE HORSE

Lexhag delivers global virtual studio with AWS data recovery and storage solutions

> " A key objective for Lexhag is business efficiency and scaling for future growth; our work with AWS and transACT achieved key objectives in gaining value and future-proofing our company data assets. "
>
> **Lexhag Visual Effects**

Lexhag

Lexhag VFX is an award-winning independent visual effects studio bringing stories to life for the TV and film industry. Lexhag works for global film and TV organisations providing innovation and expertise in the field of special effects.

Business Challenges

transACT were engaged directly from AWS and Lexhag Visual Effects director to recover 170TB of company file data from internal Linux based bespoke Media Asset Management Software with a range of LTO 5/6/7 tapes. The data was hosted on local Dell storage, and Lexhag were looking for further efficiencies, cost optimisation and scalability in line with customer demand. Lexhag were using 10 hours per week on manpower to manage offline tapes and moving media off-site.

Lexhag needed their data to be readily available and globally scalable due to the nature of the special effects business working with major streaming and broadcasting companies.

Working Together

The transACT cloud services team recommended a joint strategy of end-to-end backup and data recovery into AWS to meet the business objectives. The transACT project team worked alongside Lexhag Stakeholders to build an AWS environment ready to implement the storage solution, including IAM permissions and a set of secure S3 buckets.

The transACT team then utilised their partner software Cloudberry and implemented the Client to create a full image-based backup from a Windows Server estate. This was sent directly into Amazon S3 for the majority of priority data which can then quickly be escalated when required for their media customers.

File Compression and encryption were activated to ensure all files were loaded to the target securely and as quickly as possible. Using Cloudberry had the additional benefit of the files being cross-checked as they were successfully migrated on the priority data workloads.

transACT used their internal streamlined process for the bulk of the archive storage solution, which recovered the archive data via their bespoke recovery software and on to a staging server within their in-house ISO 27001 facility. Lexhag's archive data was loaded offline by command line onto several AWS snowballs. All other priority project data was then uploaded to AWS S3 via the AWS Command Line Interface (CLI).

The transACT team engaged Lexhag's stakeholders to discuss their recovery time objective (RTO) and cost optimisation, and a joint team decided on the implementation of lifecycle management to archive data off after three months from S3 to Glacier and finally six months to Deep Archive. **This resulted in a monthly cost saving of 82%.**

Why Amazon Web Services

As the world-leading cloud platform, AWS was the preferred choice for Lexhag for flexibility, scale and cost. transACT worked with Lexhag and AWS subject matter experts to plan the project to meet business requirements. The solution used a range of AWS services to create the solution such as; **Amazon S3**, **Amazon Glacier**, **Amazon Snowball**, and **AWS CLI**.

---

transACT TECHNOLOGY SOLUTIONS

London | St Albans | Dublin | Gibraltar

✉ cloud@transactts.co.uk   🌐 www.transactts.co.uk

Outcomes

The project has both enhanced the value of Lexhag's data and given the business the ability to scale globally.

The project has transformed business processes at Lexhag. Resource is more efficient, with a saving of up to 30 man-hours per week, and Lexhag's time-to-market has also decreased by 25% as a result of being able to provide service globally to their media and entertainment customers.

This measure was based on previous projects where data was processed on-site as well as recently completed projects within AWS, as retrieval and availability of data located in s3 reason have allowed a repeatable process.

Working with the transACT team, Lexhag has improved business efficiency by a third as a result of utilising easy access archival content for new projects, along with delivering cost savings of 25% by removing the replication of existing content.

Creating a cloud-native culture for all processes as part of the long-term data strategy means that Lexhag's data is globally accessible, resulting in a significant increase in the data's intrinsic value to the business.