



Jeff Jasper: Loss proof Access to Video Assets

Jeff Jasper employs his creative talents for a full-service visual effects production company. The company, located in Los Angeles, designs and produces digital effects for feature films. They have created digital effects for many well-known motion pictures. A portion of Jeff's job involves worrying about the studio's computer infrastructure. Jeff's primary role is Compositing Supervisor and Lead Artist, and he has responsibilities for computer

infrastructure. Jeff's artistic side first attracted to Drobo. He marveled over the simplicity of Drobo's design and the elegant way it achieves protects irreplaceable data.

The studio employs 20 artists and consultants to work on digital effects projects. The company provides them with fully loaded Mac Pro systems—either 4 core or 8 core Intel machines, running at 2.8 Ghz with 6 GB of RAM and 300 GB of internal hard drive.

Storage Pain: An Expensive Way To Server Assets

An Apple xServe machine provides artists with access to a library of digital media assets. The xServe machines use RAID storage to provide access to digital media assets. Because much of the work involves higher-than-HD resolutions (up to 2048 x 1556), this storage solution relied on Apple xRAIDs with fiber networking to provide adequate performance. This solution was expensive: it had a high initial cost and significant ongoing maintenance cost. Jeff was frustrated with the acquisition expense and the amount of ongoing maintenance required.

From Backup Storage to Primary Working Storage

When Jeff first discovered Drobo, he purchased his first unit to replace a \$7,000 tape back-up system. He uses Apple Time Machine with his Drobo. According to Jeff, "I liked Drobo so much that I bought another two for work to back up other servers and one for home to back up all my home data." The first-generation Drobo was used to back up the studio's irreplaceable video on photographic data. Drobo delivers a storage solution that competes with their xRAID solution at one tenth the total cost of ownership (see analysis at bottom).

"It is an elegant and inexpensive solution to my media asset access problem"

When asked why he gets so enthusiastic about the Second Generation Drobo, Jeff explains, "It is an elegant and inexpensive solution to my media asset access problem. Using FireWire800 I can provide our 20 artists with access to our complete library of media assets. I can provide that at 1/10 the cost of previous xRAID solutions. Drobo with FireWire is

every bit as fast as the more expensive solution. When you combine that with the fact that Drobo automatically protects my data and allows me to increase my capacity once larger drives become available, all without taking my servers down for a couple of days, that makes my life so much easier."

Drobo Slashes Cost of Ownership

Jeff analyzes their computer technology on a total cost of ownership (TCO) basis. In the past, that required him to install Apple xRAID systems. This was an expensive solution that met the design objectives for a speedy solution that protected them against loss of project data. The cost of ownership analysis is shown in the table below.

Original Solution	Solved with Drobo!
xRAID (7 terabyte unformatted, 3.5 terabytes formatted with protection)	Drobo (3 terabyte formatted)
Storage hardware \$10,000	Storage Hardware \$495
fiber switch \$1,500 fiber networking \$1,000 8 hour labor for setup \$1,000 monthly maintenance \$100	Four terabyte drives \$800 15 minute labor for setup \$32 monthly maintenance \$0
<u>Cost of Ownership</u> Acquisition expense: \$13,500 Yearly Maintenance expense: \$1,200	<u>Cost of Ownership</u> Acquisition expense: \$1327 Yearly Maintenance expense: \$0.00