

The Whole is Bigger than the Component Parts





Why the mountain theme? Our team is made up of adventurers, people who never shy away from trying what others may consider impossible. We seek the most difficult challenges in creating our data storage solutions and never compromise quality or performance.

The Concept of Performance-based Data Storage

OpenDrives grew as a response to the intense performance post production in the media and entertainment industry. We possessed intimate knowledge of post-production workflows and also experienced the extreme limitations of existing storage solutions trying to support those workflows. Presented with no workable options, we designed a solution from the ground up specifically to solve for the lack of performance for media & entertainment that has typically been unserved by storage vendors. OpenDrives storage systems continue to be the fastest and most robust turnkey solutions available. Our customers benefit from our years of experience tuning and optimizing our solutions to outperform anything else on the market.

Why OpenDrives NAS Storage Solutions Are Your Best Option. Period.



“Leveraging our deep industry knowledge of post-production workflows, we make storage solutions that flat-out outperform anybody else’s. On top of that, we’re the people you can call at 3 o’clock in the morning if an emergency arises. We design and make the best, and we stand behind what we make.”

Chad Knowles, CEO OpenDrives



The OpenDrives story begins with a singular problem: performance, or more precisely the lack thereof. Due to the large file sizes and high volumes of data created and edited in the media and entertainment industry, most storage solutions are inadequate for supporting collaborative workflows during post-production. Many people accessing very large files simultaneously creates an enormous strain on storage devices. When OpenDrives was conceived, complex storage area networks (SANs) were the go-to solution in the industry. Difficult to deploy and maintain, these expensive solutions also failed to support the demanding workflows that users put them through.

We are industry insiders - we cut our teeth in media and entertainment post-production and personally grappled with the technical problems presented by SAN solutions. We understood the frustrating pain points that were hampering post-production effort because they were ours. Fortunately, we had the foresight and technical know-how to build a better system, a much better storage solution than the industry had previously seen.

Because true innovation always starts at home, we met our own personal needs first. After building our own solution, then doing the same for our circle of colleagues (because the technical part of the industry

is actually a smaller community, and we share ideas and knowledge), we came to the conclusion that the entire industry had a pressing need for the type of ultra-high performance storage solution that we had designed. Everybody needed storage that could house and share very large files rapidly because all of these organizations followed the same workflows. We realized that we hadn’t just solved our own problem—we had solved the industry’s problem. OpenDrives was formed.

We created OpenDrives with the proposition that network attached storage (NAS) was the more effective architecture to underpin the industry’s workflows. Our initial NAS solution incorporated best-of-breed technologies merged together with our own unique intellectual property, which ultimately developed into a full suite of proprietary technologies including the OPUS operating system and associated tools. Because of our intimate knowledge of media and entertainment, we ensured that our solution was perfectly tuned across the entire pipeline, from capture and transcoding to editorial and finishing activities. And that’s what OpenDrives storage solutions are: built specifically for the industry, and purpose-tuned to capture every efficiency possible.

AS THE SAYING GOES, THE WHOLE IS GREATER THAN THE SUM OF IT'S PARTS.

This is most certainly true of OpenDrives storage solutions. Where viable component technologies solve specific needs, we incorporate them into our larger storage solutions, because why reinvent the wheel? The danger is that in the process of reinventing it, you might actually introduce unintentional faults or unexpected behavior, which wastes both time and money and might do more harm than good. This is the reason that car manufacturers don't make tires—they incorporate the best that the tire industry has to offer into the overall designs of their cars. They keep the focus on the core outcome—the vehicle and its performance.

Similarly, OpenDrives keeps our entire focus on the overall architecture and performance of the solution as a whole. All the component parts—commodity, open source and proprietary—are purposefully selected and tuned to meet the performance specifications we demand, and that are expected by the industry and our customers: speed, robustness, reliability, and cost-effectiveness. OpenDrives storage solutions are designed to allow collaborative teams of users to move and work with large files (we're talking 50, 100, and 150 MB frame sequences and Gigabytes of video files) at speeds far in excess of 4 GB per second. Suffice to say that OpenDrives never forgets that the media and entertainment industry puts a premium on this level of performance.

And yet, the whole is even bigger than this. We work hard to make all this technology work harmoniously in a simplified and streamlined architecture. We deliver turnkey solutions so that users don't have to worry about the design or tuning aspects—our customers just need to put the solutions through the paces, day after day. OpenDrives also brings many years of support and optimization experience to the table. This means that when things aren't quite working the way they should—and let's face it, every technology has that inevitable glitch—OpenDrives is there to answer your call and support you fully.

We get lots of questions from our prospective customers. To be honest, one such question is, "Could we just build one ourselves, just the way OpenDrives did in the beginning?" Our answer is equally direct and honest. Sure, you could. Nobody can stop you. But why would you? OpenDrives has a laser focus on the core business of maintaining and evolving our winning technology. To do that, we have the best engineering know-how dedicated (day and night) to solving the inevitable problems that arise. That's what we do. You might ask yourself, do you want that to be what you do day in and day out, or do you want to do what you love, and use the solutions to which we dedicate our collective energy to solve the problems of your core business? We'll be there to help you with your storage needs, so that you can achieve something greater than the component parts of your business, too.

