



Corgan MediaLab and OpenDrives **Outperform as a Team**

Corgan Medialab is the media wing of the Corgan Architectural and Design Firm

The MediaLab engages in many different forms of video production and post-production, from animation and motion graphics to VFX and 3-D architectural renderings. This is an environment with the same types of demanding workflows as larger production facilities. They needed the same type of enterprise storage solution in order to outperform.

“We use a mixed bag of applications and we wear many hats at the intersection of workflows and technology. I was looking to solve specific workflow issues for multiple applications and workstations. No one can even come close to what OpenDrives does for the speed and reliability. We have seen our project load times go from 1:45 hours to 11 minutes with OpenDrives.”

Ludovick Michaud
VFX Creative Director, VP



The Challenge

Five years ago, Corgan MediaLab was experiencing several difficulties with their creative workflow and pinpointed the storage infrastructure as the bottleneck. In addition to a non-linear workflow, versioning was non-existent at the time. Despite a very robust fiber-optic based internal network, data transfer speeds were extremely slow. All these issues caused incredible delays and manifested in a usability issue on top of the performance issue.

Playing video, too, was a suboptimal experience and indicated that the file server was a primary bottleneck. All in all, the environment was ripe for a redesigned storage infrastructure which could leverage functioning aspects of the overall network. As with any business trying to outperform the competition, the goal was to boost performance, decrease project times, and create a positive effect on the business and bottom line.

The team started researching and benchmarking several storage systems to streamline and accelerate their workflow. While cloud-based solutions offered relief from a capacity perspective, they did not help the performance problem which triggered a major usability problem, too. From their due diligence, they were able to shortlist OpenDrives as a viable solution candidate.

With OpenDrives, it became apparent to them that not only would capacity no longer be an issue, but also performance and throughput would increase

significantly as well. Putting OpenDrives through its paces by way of solution testing, they observed some remarkable improvements in speed. For example, what was taking nearly two hours to transfer 100 GB of data across the internal network was dramatically reduced with OpenDrives to eleven minutes. No other changes to the environment contributed to this vast reduction in transfer time—it was the OpenDrives storage solution outperforming alone that made the difference.

The Solution

OpenDrives took a consultative approach with the professionals at Corgan MediaLab to support their varied production workflows, which consists of 3D, VFX, film services and a host of other high-intensity workflows. The OpenDrives production solution was augmented with an enterprise backup and archiving solution to replace a tape-based workflow and to help facilitate reuse of footage. In their own words, “we can now do everything.” And when you can do anything, you can outperform anybody else in the market.

The Experience

OpenDrives was committed to customer satisfaction from the beginning. That’s how we do business, each and every time. From helping to overcome other infrastructure issues to finding just the right deployment scenario, OpenDrives partnered with Corgan and never

disengaged until 100% satisfaction resulted. We always want to outperform with our customers as a unified team. It always pays high dividends on the return on performance.

OpenDrives was committed to making everything work just right, to providing the highest level of customer support, and to being responsive 24/7, whenever Corgan reached out. Our support staff was responsive on calls and in person, never letting requests for assistance sit in a queue unanswered. OpenDrives delivers high-performance storage technology, and we do it with an eye toward complete customer satisfaction right from the beginning.

The Value

By selecting OpenDrives, Corgan MediaLab was able to build a real-time workflow for their mixed media environment, providing the team members a shared environment for collaboration across multiple application and workstations. OpenDrives delivered a solid technology solution and support resulting in absolute customer approval. Outperformance is always a team effort, and our experiences with Corgan MediaLab prove that point most clearly.

