



Teaming with Teradici for its Pervasive Computing Platform, DSB Consulting provisioned SoftLayer cloud infrastructure to develop BeBop, the industry's first virtualized video editing service, creating a security-rich environment designed to prevent piracy and drive down costs for video production.

Setting the Stage

Based in Los Angeles, California, DSB Consulting is a private technology and consulting firm delivering cloud-based production, post-production, and content preparation platforms for media and entertainment companies. With solutions ranging from file transfer platforms to comprehensive media life cycle management systems, the company delivers cutting-edge solutions that enhance business operations without disrupting the creative process.

Many technology firms attempt to establish a foothold in the media and entertainment sector, but few realize enduring success. For DSB Consulting, decades of industry experience offer a significant competitive edge. "We have a long track record of helping content creators migrate to new workflows and processes," says founder David Benson. "As technologists who have collaborated with industry designers and artists, we provide our customers with expert guidance."

Challenge

With its industry-specific insight and acute understanding of evolving cloud technologies, DSB Consulting saw an opportunity to address a challenge

in current video editing processes: piracy. "Typical cloud-based media management systems move a tremendous amount of content back and forth between editorial facilities and the cloud," says Benson. "The more those files move, the slower and the more prone to error and piracy everything is."

DSB Consulting envisioned an innovative approach to video editing that would enable users from virtually anywhere in the world to easily access and work on video content with minimal risk. "Our idea is to virtualize the editing workstation and move it into the cloud," says Benson. "Instead of taking content and moving it to the tools, we're taking the tools and moving them to the content."

DSB Consulting had specific requirements for the cloud infrastructure supporting its solution, including powerful graphics processing unit (GPU) technology capable of handling large video editing workloads and enabling virtual workstation access. Although the company previously worked with cloud infrastructure from another leading provider, the platform could not provide the multimonitor GPU capabilities required.



Industry

Media and Entertainment

Challenge

To create a disruptive editing service for television and film production, DSB Consulting needed a high-performance, security-rich cloud hosting platform.

Why SoftLayer

SoftLayer was the only cloud IaaS provider that could provide DSB Consulting with NVIDIA GRID professional technology to launch a new product that incorporates the Teradici Pervasive Computing Platform and supports multimonitor delivery.

WHAT DSB CONSULTING ACHIEVED WITH SOFTLAYER

- Robust graphics processing unit (GPU) technology to handle large workloads and support multimonitor access
- Usage-based pricing for agile service delivery
- Flexibility and control to respond to specific security requirements

Additionally, for its video editing offering to succeed, DSB Consulting needed to ensure virtually flawless performance from any access point. The organization turned to Teradici, an industry leader in powering virtual workspaces, to incorporate its Pervasive Computing Platform into the solution. “The Teradici component is a critical piece in delivering a high-performing, secure and uncompromised user experience,” says Benson.

Solution and Results

SoftLayer was the only cloud infrastructure provider that could provide DSB Consulting with multimonitor NVIDIA GRID professional capabilities and usage-based pricing to support the agile delivery model the company envisioned. “Only SoftLayer offered the underlying setup to drive our solution and a commercial consumption model that made sense for us,” says Benson.

Provisioning bare metal servers in the SoftLayer data center in San Jose, California, DSB Consulting launched a technology preview of its new BeBop video editing service. The innovative new offering is optimally designed for an industry in which data security concerns are at a peak. “With SoftLayer architecture, we have the flexibility and control to respond to any kind of security requirement,” says Benson.

Plus, the Pervasive Computing Platform technology creates a virtually risk-free editing environment. “Our technology transmits only pixels,” says Teradici vice president of marketing Diane Merrick. “Companies can bring on freelancers to edit footage remotely, and there’s no concern about actual film footage or intellectual property getting into the wrong hands.”

The cloud computing model also allows DSB Consulting’s customers to flexibly engage remote editing staff

and take advantage of regional tax credits that significantly drive down production costs. “With our solution, production companies can hire labor where and when they need to,” says Benson. “They can employ the best talent in the world, regardless of location.”

DSB Consulting appreciates the critical role SoftLayer cloud technology has played in its new initiative. “SoftLayer made this project feasible,” says Benson. “We’ve created a ground-breaking solution for Hollywood and launched BeBop Technology as a new, standalone company because of what we’ve been able to do with SoftLayer.”

For more on SoftLayer’s NVIDIA GPU offerings, please visit softlayer.com/gpu.

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