NEXT-GEN MEDIA WORKSTATIONS

Deploying graphics accelerated virtual workstations for editing media is emerging as a powerful way to increase the productivity of staff while reducing the costs associated with workstation resources.

GRAPHICS WORKSTATIONS POWER MEDIA AND ENTERTAINMENT

Production companies, post-production workshops, and broadcast stations have a constant need for offline editing, post-production, sound, effects, and graphics work.

Working with digital media, particularly high-resolution video, can require access to an editing system with significant resources – fast processors, excellent graphics capabilities, large amounts of RAM, high-bandwidth connectivity, and large storage capacity. Traditionally, these requirements have mandated the purchase of large, expensive desktop editing systems. Licensing is an additional consideration for workstations, often editing software is licensed on a per-workstation basis and access is controlled either through physical "dongle" solutions or license servers.

THE FUTURE OF GRAPHICS-ACCELERATED WORKSTATIONS – VIRTUALIZATION

IT departments supporting media applications are increasingly leveraging Virtual Desktop Infrastructure (VDI) for their workstations – where the underlying compute, memory, and storage for each workstation are centrally located and centrally managed, allowing for greater flexibility and control. Some of the benefits realized when centralizing and virtualizing workstations include:

MOBILITY

Virtual workstations can be made available able on demand, even to users at remote locations.

SHARING

Workstation processing, ram, and other capabilities can be shared between users, and optimized for individual workflow requirements – dynamically.

LICENSE FEE REDUCTION

Many software licenses are tied to workstation instances. By making workstations mobile and sharable, license costs can be reduced.

PRODUCTIVITY

In the event of a failure, a new workstation instance can be provisioned in seconds. Workstations can be recovered rapidly, keeping staff productive.

SECURITY

Centrally managed workstations provide a single storage repository to secure and control.

SIMPLICITY

Workstations can be deployed, managed, patched, and updated as a group, from a single location, saving considerable desktop administration effort.

Editing and VFX application vendors are gradually adopting virtual workstation models but official support for VDI workstations is not yet pervasive. However, this is changing rapidly and the value of virtual graphics workstations is so great that many vendors are adopting the VDI model, along with other mechanisms to help make physical resources such as GPUs or software resources such as applications and licenses available in a more flexible manner.

THE FLASHARRAY DIFFERENCE

To successfully deploy virtual graphics accelerated workstations and VDI requires a robust, reliable data center infrastructure. In particular, graphics workstations require fast connection to low-latency high-capacity storage systems that can keep pace with both heavy graphics workloads and considerable processing (editing proxy data, linking, exporting, transcoding). And with skilled media professionals using the workstations, keeping them productive is paramount – downtime is not an option.

The Pure Storage FlashArray is an all-flash block storage system purpose built for virtual workloads, including VDI. It is simple to install and configure, extraordinarily simple to operate, and supports up to thousands of simultaneous virtual workstations in a very small footprint.

FlashArray is VMware Ready and Citrix Ready certified, has a proven 99.9999% availability in production, and is comprehensively tested and validated with Cisco Systems against large-scale VDI deployments as part of the Cisco and Pure Storage FlashStack Integrated Infrastructure solution. FlashArray is also tested in virtual workstation environments with NVIDIA vGPU acceleration to provide a superior graphics workstation experience.

THE PURE STORAGE ADVANTAGE

ALL-FLASH SPEED AND SECURITY

VDI security (always-on encryption) and mobility with consistent <1ms latency that outperforms a physical workstation with local SSD.

AND REAL-ESTATE FOR MEDIA WORKLOADS

Realize TCO below the cost of disk with data reduction of > 10:1 and 2-3x savings on data center power, cooling, and real-estate for VDI workloads.

SIMPLEST ADMINISTRATION

Desktop admins don't want to be storage admins. Pure Storage is simple to install and configure – it's the easiest storage you'll ever manage.

ON THE LINE, WORKSTATIONS ARE MISSION-CRITICAL

With your organization's productivity on the line, VDI is mission-critical. Pure Storage delivers high availability, consistent performance, and non-disruptive operations.

MULTIPLE WORKLOADS

Consolidate graphically accelerated workstations alongside server and database workloads with no performance impact.

DEDICATED AND SHARED

Both dedicated and shared workstations reduce to the same space on the FlashArray.

PURE STORAGE FOR GRAPHICS-ACCELERATED VIRTUAL WORKSTATIONS

Pure Storage helps large and small media companies push the boundaries of efficiency and productivity with our all-flash based technology, combined with our customer-friendly business model. At Pure we provide our customers with a data platform that helps them put their data to work – including some of the largest media and entertainment companies on Earth. With Pure's industry leading Satmetrix-certified NPS score of 83.5, Pure customers are some of the happiest in the world, and includes organizations of all sizes, across an ever-expanding range of industries.

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