

smaroptics

Case study Alliance IT

Hollywood film studios place unbeatable ROI in the spotlight

“CWDM is an extremely convenient and simple way to extend data centers for our clients. It allows them to handle huge chunks of data between film production locations and Hollywood studios. And the ROI is unbeatable—for one client it was less than six months”

— **Billy Russell, VP of Technology, Alliance IT**

GROWING THE CAPACITY OF FIBER SERVICES

Alliance Integrated Technology is a leader in deploying high-end, customized hardware and software solutions for a range of industries including media and entertainment. Over the past six years, Alliance IT and Smaroptics have partnered to provide Hollywood film studios with cost-effective CWDM and DWDM solutions.

Together the companies help customers solve the most complex SAN requirements, accommodating massive amounts of data that old school networks simply can't handle. That means allowing for applications like high-resolution film editing, color correcting and other data-dense processes. It's an approach so powerful, that one of Alliance's clients, Pacific Title, won an award for best SAN implementation. The feature that garnered the recognition: Pacific Title's system allowed for multiple

concurrent access of 2K and 4K high resolution film file transfers in real time.

Billy Russell, VP of technology for Alliance IT explains the approach. “We deploy SAN infrastructure that resides on islands in different Hollywood facilities. Smaroptics allows us to instantaneously bridge those islands through DWDM so that our clients don't experience any lag time in data transfer.”

SMARTOPTICS: EXPANDING NETWORK HORIZONS

Regardless of Alliances' customer needs— CWDM or DWDM— Smaroptics offers the right solution. In some cases embedded CWDM is used to transport bulk Fibre Channel traffic. In others, intelligent DWDM is required to transport SAN and WAN traffic over longer distances.

According to Russell, “CWDM is an extremely convenient and simple way to extend data centers for our



The focus on superior client services, care and integration of innovation and technology are our staple to ensure the protection of all media assets for our client base.

- **Pacific Title Archives**



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In some instances where longer distances or signal monitoring are required, Smartoptics M-Series intelligent multiplexing platform is deployed. Russell notes, “If a piece of film requires a terabyte of data, rather than trying to move it over the network, you configure it so that the data center is at an end point. So the data lives on primary storage.”

As a premier Brocade partner, reliable xWDM solutions were a prerequisite, so too was a solution vendor who holds approvals with them and their OEM partners. Smartoptics fit that bill perfectly.

“Smartoptics’ solutions handle all our customer traffic demands. The beauty of the M-Series platform is that we can continue with our customers’ preferred embedded approach to DWDM networking but increase distances to way in excess of 100 kilometers,” concludes Russell.



Alliance IT deploys high-end, customized hardware and software solutions for a variety of industries, from higher education, enterprise, public institution, and government to media and entertainment.

- Alliance Integrated Technology

ABOUT SMARTOPTICS

Smartoptics offers optical transmission solutions making networks more powerful. Expanding bandwidth without the upfront investment or hassle of traditional WDM. Our products allow corporate data centers, governments, hosting solution providers and ISPs to build simple, straightforward and cost effective solutions to fulfill their ongoing and future network capacity needs. Headquartered in Oslo, Norway, Smartoptics is an international provider with thousands of installations all around the world. Our award-winning approach has helped companies from every industry sector stay ahead of expanding network demands.

smartoptics

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