IaaS: Infrastructure as a Service **from Jigsaw24 Media**

Ride out the peaks and troughs of post-production with HCI on demand

JIG
SAW
24 | MEDIA

Let us make it easier for your post-production facility to grow

Delivering productions and bringing together kit to service teams of editors, researchers and production staff is a daunting challenge. While in many instances owning your own infrastructure is appropriate, there are also occasions when adding extra capacity and being able to accommodate extra staff is a lot harder than it should be. While public cloud solutions allow the flexibility that many productions require, unpredictable workloads, hidden costs, egress charges and delays in media availability all make post-production planning more difficult.

Our infrastructure as a service (IaaS) offering allows facilities to provide editor or producer workstations as needed and access hosted storage on a flexible per TB, per month or per week basis in line with your production budget. We provide the hosting, maintenance and support needed to make workflows run smoothly. Your facility can then deliver creative applications to on-premise, remote or on-location teams on demand, provide editor or producer workstations on request, and free up more space on-site for more profitable tasks.

And we do all this while delivering more predictable billing than any public cloud solution. Here's how…

Why choose Jigsaw24 Media?

- With nearly 30 years' successful growth and a turnover of £150 million, we're here to stay – there's no chance of you losing your service provider mid-contract.

- Our customer-first approach means you'll always be dealing with a qualified engineer who understands your facility and its requirements.

- As well as our home base in London, we've got offices (and engineers) across the UK, ready to help your team wherever they are.

- As an Avid Elite Partner, Adobe Systems Integrator and DaVinci Resolve Advanced Reseller, you can trust us to deliver optimal solutions for your creative platform of choice.

Who do we work with?

IMG Studios

IMG Studios offer production, post and distribution to some of the biggest names in sport, including the Premier League and Serie A. For the last 18 years, we've been providing them with Avid hardware, software, storage and support – as well as a complete KVM solution and advice on special projects.

When IMG Sports Media moved its production business to Stockley Park in 2013, with 72 edit suites spread across the 107 000 square-foot facility, one of their biggest technical worries was implementing a KVM system where the PC was nowhere near the editor. Jigsaw24 Media recommended Amulet Hotkey's zero client which, at the time, was a revolutionary new approach to remote workflows leveraging PC over IP protocols. Head of Engineering Brian Leonard went ahead on the strength of Jigsaw24 Media's recommendation saying, "I've yet to find a manufacturer that says their kit doesn't work, but when Jigsaw24 Media tells me something works it gives me a lot of confidence. I don't have time to go and see every manufacturer, but I know the Jigsaw 24 Media team has put the effort in and will tell me what the best solution out there is."

Jigsaw24 Media also built and implemented IMG's Nutanix-driven virtualised system and migrated production onto it during the summer break in the Premier League in 2021. The initial project focussed on virtualising IMG's 'back end' systems: the media systems servers that run their Media Central Production environment, the Interplay database server, media index, transfer managers and ancillary third-party systems. The next step was to provide virtualised instances of Media Composer to provide burst edit capacity, something which has drastically reduced downtime and the risks associated with upgrades.

"I used to have to schedule in entire weekends of downtime for updates, now I get them done in a matter of hours," he enthuses. "And if something isn't working afterwards, we can instantly roll back to the previous version, which gives us the confidence to install upgrades as soon as they're available."

"We have a very talented support team in-house so we only call out if there's a real, complex problem with our systems. But often vendors will make us jump through every hoop, asking if we've tried turning it off and on again, which is a level of bureaucracy there's no time for when you're trying to get on air. When we call Jigsaw24, it feels like we skip four support tiers and get straight to the issue. We get the kind of deep level support we need faster." **Brian Leonard, Head of Engineering for Production and Workflows, IMG Studios.**

Company 3

At the start of 2020, the lease on Company 3's London premises was up and they needed to move their world-class post-production facility to a different location, but their next home wasn't quite ready to receive them. The solution? A staggered approach – a move to video over IP and the evolution of a facility that is expected by clients to deliver efficiency and a first-class experience. This process was supported by Jigsaw24 Media in a '360 role' as systems integrator and technology supplier.

"I have a lot of respect for Jigsaw24 Media's ability to deliver not only on the purchasing side but also in their systems integration capabilities. They were the vendor of choice – there were a lot of moving pieces going on at the time and I knew I could hand things over, and they'd just take care of it." **Scott Holmgren, Head of Technology, Company 3.**

Solution spotlight: IaaS from Jigsaw24 Media

Our IaaS offering runs on a private cloud hosted in our UK datacentre, and doesn't involve public cloud compute instances like AWS and Azure. That allows us to control one of the most important variables in any workflow: the running costs.

While we are huge fans of the public cloud and the opportunities it brings for us, placing the appropriate workload in the right place is key to success. In a public cloud, service consumption is metered by the second and egress (the amount of data flowing from your systems in the cloud) is monitored to the byte. This has led to consumers encountering some rather sobering bills when reviewing their expenses. In a public cloud consumption model, you always see your real cost after the fact. Private cloud IaaS consumption and egress is not metered in the same way. With IaaS from Jigsaw24 Media, your billing is based on allocation that you determine and request beforehand, so you know exactly what you will pay, then billed weekly or monthly as a fixed predictable cost in line with your post-production budget: no alarms, no surprises.

Your storage or ours?

We understand that tier one storage is an expensive long-term investment and that writing off hardware assets as soon as you move to the cloud just isn't viable for most facilities. That's why we offer you the chance to host your existing storage in our datacentre, where it will be maintained and supported by our team, then reassess your needs when that hardware reaches the end of its usable life.

Alternatively, we offer your team access to Avid NEXIS shared storage for a fixed per TB per month or week fee. You can choose to work entirely within the storage we provide or use it in conjunction with your own assets to deliver flexible burst capacity.

Your projects, secured your way

Your connection to your creative desktop needs to be convenient, fast and consistent, but most importantly that it is also private and secure. That's why we use HP Anyware and Leosteam Gateway to provide a secure, reliable solution. But we also know a single level of security isn't enough to satisfy clients, insurers or your own peace of mind.

We support multi-factor authentication through a range of security providers, so you'll be able to find an option that supports your users' specific needs. Our IaaS deployment supports SAML integration with Okta, who are recognised as one of the leaders in identity provision and

management, or can be integrated with existing security platforms (we offer support for most mainstream platforms – please get in touch for more details).

But to make the most of the private cloud, you need an experienced partner.

While we don't control your home router, we can help you optimise every other element of your virtual and/or remote workflows, delivering a reliable standard of performance that will work for your creatives and clients alike.

Your IaaS experience will begin with a brief discovery call to outline your requirements – for example how many logging stations and editor positions you need, how much material you intend to work with and any specific codec or multi-camera requirements.

We'll then migrate your existing software licences to our hosted instance (or integrate with your floating licence server) and connect them to powerful virtual machines powered by Nutanix, hosted Avid NEXIS storage, plus any additional hosted elements your require.

What do you get?

IaaS from Jigsaw24 Media operates on a 'bring your own licence' model, so you don't need to repurchase any of your core creative software. We'll work with you to pair your existing licences with:

- An edit /creative workstation client based on your requirements.
- PCoIP access.
- Any additional bolt on elements you may require, such as:
    - Dedicated external project backup.
    - Media parking.
    - Hosting for your existing hardware and storage and/or access to Avid NEXIS shared storage.
    - Multi-factor authentication.
- Predictable billing.
- Additional workstations created on demand – in under 24 hours.

MEDIA

Your workstation options

There are currently two classes of workstation available as part of IaaS from Jigsaw24 Media: a lighter workstation aimed at producers and loggers, and a story editing workstation designed for editors.

Workstation class	Capabilities	Resources
Light Editing	• 2 tracks of real-time video • 4 tracks of audio	• 32Gb Memory • 6 vCPU • 90GB Internal Drive
Story Editing (offline)	• 4 tracks of real-time video • 4 tracks of audio	• 64Gb Memory • 12 vCPU • 90GB Internal Drive

These workstations can be configured to support a broad range of creative and administrative tools, including:
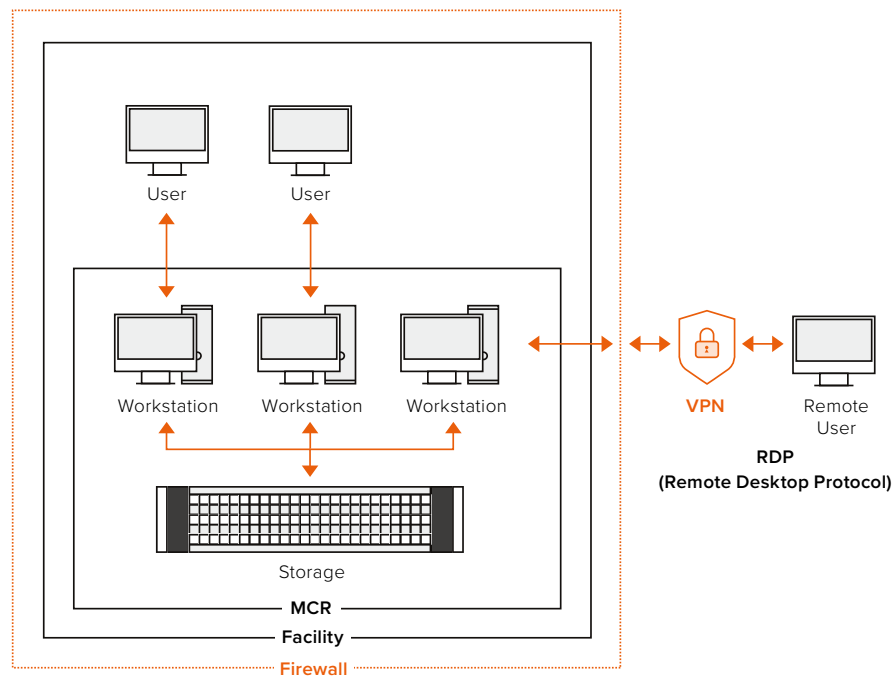
- Adobe Premiere Pro.
- Avid Media Composer.
- Blackmagic DaVinci Resolve.
- Boris FX.
- Firefox.
- Google Chrome.
- LucidLink.
- Microsoft Edge
- Microsoft Excel (via Microsoft 365 cloud app).
- Microsoft OneDrive (via Microsoft 365 cloud app).
- Microsoft OneNote (via Microsoft 365 cloud app).
- Microsoft Outlook (via Microsoft 365 cloud app).
- Microsoft PowerPoint (via Microsoft 365 cloud app).
- Microsoft Teams (via Microsoft 365 cloud app).
- Microsoft Word (via Microsoft 365 cloud app).
- Slack.
- Zoom.

In order to offer this broad application support, IaaS operates on a bring your own licence basis. That means you'll need to own cloud licences for all the software you want to use on your machine and provide them to us as part of the implementation process, or let us connect to your floating licence server. We'll then deploy, activate and help manage the licences as part of your IaaS experience. Want to add more applications or additional seats? That's fine. Simply purchase from Jigsaw24 Media and we'll deploy and activate for you with your existing IaaS environment.
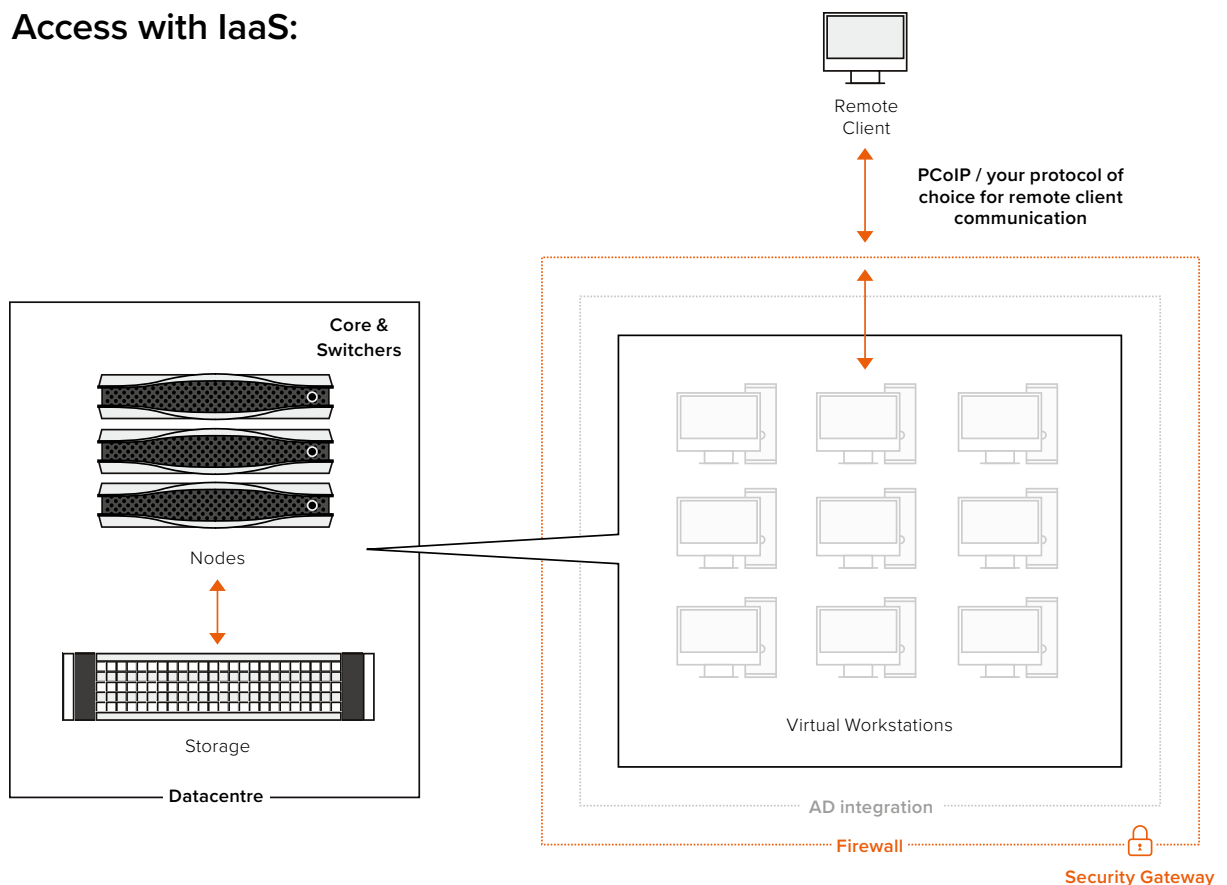
Once you're set up, you can ramp up storage as needed on a per-TB basis and add virtual machines on short notice. No more adding additional capacity in advance and paying for storage you don't need. No more holding onto seats during the quieter phases of a project – if you need three seats in week one of your schedule and five in week two, we can make changes with just 24 hours' warning.

Need customisation or a particular configuration? We try to accommodate as many use cases as possible – get in touch with the team to discuss your options.
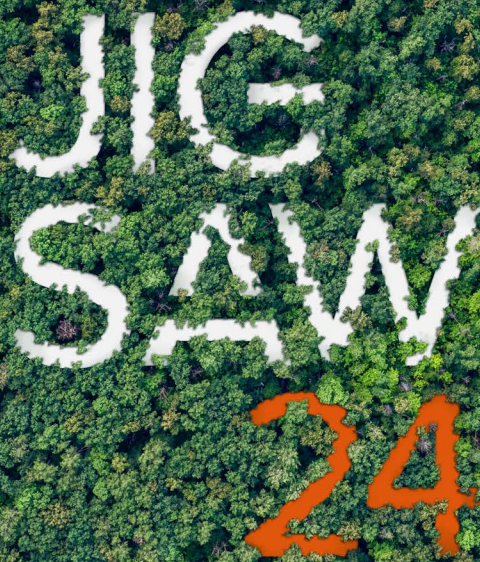
Traditional remote access:

Traditional remote access diagram:

- User / User (monitors at top)
- Workstation / Workstation / Workstation
- Storage
- MCR
- Facility
- Firewall
- VPN
- Remote User
- **RDP (Remote Desktop Protocol)**

Access with IaaS:

Access with IaaS diagram:

- Remote Client
- **PCoIP / your protocol of choice for remote client communication**
- Core & Switchers
- Nodes
- Storage
- Datacentre
- Virtual Workstations
- AD integration
- Firewall
- **Security Gateway**

The bigger picture

Enabling remote working helps you to cut overheads and work with a wider pool of talent. But it can also have a huge impact on your facility's green footprint.

More and more, clients want to know they're investing in companies that take their environmental responsibilities seriously, with many firms vetting potential collaborators based on their green credentials.

Moving from ageing on-premise hardware to a virtualised or hyperconverged infrastructure solution, such as IaaS, has several positive impacts on your carbon footprint: it lets you do more work with less hardware; it reduces the w-waste your company produces; being able to spin down seats when you're not using them means you'll use less power, and if your clients, talent and management are all based in different locations, enabling remote working allows you to cut down on travel emissions and congestion (as well as saving everyone time). The Nutanix technology at the heart of IaaS is Energy Star Certified and uses ethically sourced minerals in its construction.

How are we helping?

We're keenly aware that the industry needs to act fast to reduce its impact on the environment and keep our planet safe. That's why, alongside working with our supply chain partners to reach carbon net zero, we're alert to every opportunity to take action and make an impact on our environmental footprint, and we put pressure on our partners to do the same. We know the media industry has a lot to answer for, and we want to be leaders when it comes to helping the sector find a new way forward.

We've switched our Nottingham premises over to 100% UK-generated renewable energy and have set up electric vehicle and green commuting schemes, with over 25% of our staff making the switch. We've also offset 1200 tonnes of carbon with the help of The Woodland Trust, with whom we've planted over 4000 native trees.

We have aligned ourselves to The Greenhouse Gas Protocol (GHG) - the international standard for greenhouse gas reporting, and are using the Science-Based Targets Initiative (SBTi) to reduce our emissions year on year until we reach net zero. In the meantime, we've achieved an EcoVadis Gold Award, putting us in the top 5% of companies signed up to the programme, and have been awarded DPP's highest honour – the Committed to Sustainability 'five leaf accreditation'. All of which means we're an ideal partner if your clients are working toward net zero carbon, or have strict environmental goals you need to hit.

In addition to improving our own waste production, we've been working with local firms to reduce our delivery footprint, hire electric vehicles, and foster responsible partnerships with vendors such Apple, which has its own high-level sustainability policies, as well as Avid, HP, Dell, Quantum, Microsoft and Adobe.

Want to know more about our environmental policies and how we're helping make the media industry greener? Visit: media.jigsaw24.com/social-responsibilities

Contact us

In our Fitzrovia office, for demos and meetings:

Call: 03332 409 210

Email: media@Jigsaw24.com

Visit: media.Jigsaw24.com

For support:

Call: 03332 409 373

Email: mediasupport@Jigsaw24.com

On social media:

@Jigsaw24Media

Jigsaw24Media