



# Success of visual effects studio rockets with flexible IT

Framestore drives expansion and enhances leadership status through visual effects work on blockbuster Gravity supported by flexible IT solutions that maximise creative talents and operational efficiency



## Customer profile



<b>Company</b>	Framestore
<b>Industry</b>	Arts, Entertainment & Media
<b>Country</b>	United Kingdom
<b>Employees</b>	500+
<b>Website</b>	<a href="http://www.framestore.com">www.framestore.com</a>

## Business need

Framestore is a world leader in visual effects (VFX). It needs flexible IT solutions and services at every level to meet the tough demands of the movie business.

## Solution

Staff fully realise their creative talents with Dell Precision workstations. The business, supported by Dell Financial Services, uses Dell PowerEdge servers and Dell Networking to maximise performance.

## Benefits

- Company drives success internationally, creating stunning VFX
- Staff maximise creative talents with high-performance workstations
- Framestore meets demands of the movie business with flexible solutions
- Business launches new offices with rapid support from financial services team
- Framestore lowers costs of render farm by £100,000 a year with efficient servers

## Solutions featured

- [Desktop Computing](#)
- [High Performance Computing](#)
- [Networking](#)
- [Server](#)
- [Support Services](#)

"It's brilliant to see Framestore's work being recognised internationally on its artistic and technical merit. Dell is a fundamental part of our success."

*Steve MacPherson, Chief Technology Officer, Framestore*

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Framestore is an industry leader in visual effects (VFX) for cinema, television and commercials. Its VFX expertise has been behind Hollywood blockbusters Gravity and Iron Man 3, and is supporting big-budget projects such as RoboCop and Edge of Tomorrow.

What’s more, the company is helping global brands extend their reach through animation. Recent projects have included the Tooned series for Formula 1’s McLaren Group.

Headquartered in London, Framestore is extending its international presence. The firm has operations in New York and Los Angeles, and recently opened a new office in Montreal, Canada. Steve MacPherson, Chief Technology Officer at Framestore, says: “Success in the VFX business is all about flexibility: responding to new opportunities fast and being able to adapt our infrastructure to new requirements.”

#### **VFX experts gain increasing success among movie moguls**

Among major Hollywood studios, Framestore is a byword for the best in VFX, and this has a lot to do with its partnership with Dell. The company has put Dell technology at the heart of its global operations. From the servers powering the Framestore VFX render farms to the workstations used by designers to create its spellbinding effects, the organisation uses Dell. MacPherson says: “We face new technical challenges every day: higher working resolutions, faster frame rates, tighter turnarounds. And we meet those challenges with Dell solutions running Intel processors.”

#### **Staff maximise their creative potential with high-performance IT**

Employees at Framestore gain reliable, high-performance IT 24 hours a day, seven days a week using Dell Precision T5610 and T3610 workstations with Intel® Xeon® processors and Dell UltraSharp monitors. Given the tight

margins and aggressive business environment of feature film visual effects, it’s essential that Framestore maintain high operational efficiency standards, while controlling costs. Dell is a key component in achieving both goals.

The company minimises operating costs across its render farms and day-to-day operations through a range of Dell PowerEdge servers and Dell Networking switches. Framestore uses Dell PowerEdge M620 blade servers and Dell PowerEdge R320 and R720 rack servers with Intel Xeon processors, as well as Dell Networking M6220 switches.

#### **Technology at work**

##### **Services**

Dell Financial Services

Dell Support Services  
– Dell ProSupport

##### **Hardware**

Dell Precision T5610 and T3610 workstations with Intel® Xeon® processors

Dell PowerEdge M620 blade servers with Intel Xeon processors

Dell PowerEdge R320 and R720 rack servers with Intel Xeon processors

Dell Networking M6220 switches

Dell UltraSharp monitors



MacPherson says: "Framestore must retain its critical creative edge in a highly competitive industry. Computational capacity, both on the desktop and in the core, delivers the power our artists need and is vital in helping them fully realise their potential. Dell and Intel have been instrumental in delivering this."

#### **Framestore reacts quickly to new possibilities with flexible support**

MacPherson is clear that Framestore's continuing success is due to its entrepreneurial nature and ability to respond quickly to new opportunities. For example, it was crucial for the company to launch its Montreal operation fast. The area is popular with movie makers because of the wealth of creative talent and also the Canadian government's initiative to help film studios. Framestore had big plans to capitalise on the business potential of a Montreal site. A dedicated render farm at Montreal would support VFX work on movies, but could eventually support other areas of the business too.

Everything was lined up, including the building and the personnel to run the operation. IT was the final piece to put in place. At this point, Framestore turned to Dell, which had helped develop and scale the company's main IT infrastructure in London. MacPherson was keen to use the same blend of high-performance and

energy-efficient servers and storage at the heart of the London environment, and worked with Dell to plan a similar infrastructure for Montreal. Framestore was pleased with the support it received from Dell Financial Services (DFS), which had a long-standing relationship with the firm. MacPherson says: "We had significant lines of credit with DFS in the U.K., but in Montreal time was of the essence. The great thing was how quickly Dell was able to respond to our needs. One phone call to Dell and the next day everything with DFS was arranged and ready to go. Getting things done quickly was instrumental in making the move to Montreal a success."

#### **Business sees bright future worldwide and continuing success**

MacPherson expects that IT demands will change as the company grows. Framestore may have to scale operations rapidly in different offices depending on workloads, or even open further locations around the world. He feels confident that the firm will continue to meet its IT challenges in the future with the assistance of Dell, and services such as Dell ProSupport. "The future of Framestore is exciting," he says. "It's brilliant to see Framestore's work being recognised internationally on its artistic and technical merit. Dell is a fundamental part of our success."



Images courtesy of Framestore and Warner Bros. Pictures



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