A global creative company
keeps artists' workstations in the cloud —
so artists can work securely from anywhere

A creative partner for advertising agencies, production companies, and brands, this company has offices on three continents. Specialties include visual effects, creative technology, and video production.

> **"** *Teradici Cloud Access Software is the best remote access solution for design work in the cloud. Our artists especially like being able to use 4K UHD on large monitors and the great experience with Wacom Cintiq devices, like pen pressure sensitivity and tilt recognition.*

HEAD OF TECHNOLOGY

Challenges

- Support collaboration by enabling team members to access files from anywhere in the studio
- Protect clients' intellectual property
- Give artists working from home during the pandemic the same experience they'd have in the studio
- Lower infrastructure space, power, and cooling costs

Solutions

- Set up servers with PCoIP Remote Workstation Cards, which artists access from PCoIP Zero Clients
- Scaled up by deploying virtual workstations on Microsoft Azure, accessed from any device running Teradici Cloud Access Software

Results

- Replicated local workstation experience
- Expanded talent pool: freelancers in any city can securely access applications and files
- Lowered cost of freelancers' desktops
- Reduced cloud costs by automatically spinning down virtual workstations when not in use
- Quickly transitioned to work-from-home during COVID-19 pandemic
- Will be able to double workforce without renting more space

teradici

" *Teradici Cloud Access Software made it a breeze to transition to work from home. The first Monday of the lockdown, 60 percent of our employees were fully productive, and by the end of the week everyone was. The experience is almost identical to being in the office.*

HEAD OF TECHNOLOGY

Artists at the company create visual magic using demanding applications such as Autodesk Flame and Maya, Foundry Nuke, Adobe AfterEffects, AVID Media Composer, and Baselight. In the company's early days, a powerful workstation hummed away under each artist's desk. But computer graphics, design, and editorial people do their best work when they can sit together, and the company wanted to give them that freedom.
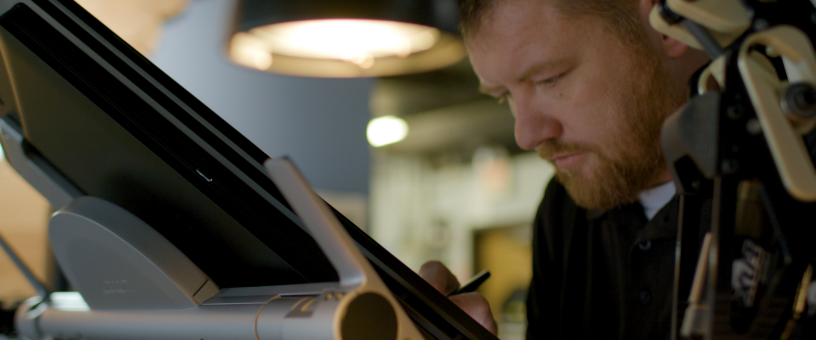
So in 2017, the firm set up servers with PCoIP Remote Workstation Cards in each location's server rooms. Artists accessed applications and files from compact PCoIP Zero Clients they could pick up and move anywhere in the studio. "With PCoIP Zero Clients and Remote Workstation Cards, the experience is just as good as it is with an under-the-desk workstation," said the head of technology. "To make it even better, we wanted artists and freelancers to have the flexibility to work anywhere, including home, and use any device, including personal laptops."

The studio found its solution in virtual workstations hosted on Microsoft Azure—accessed with Teradici Cloud Access Software. One studio connects to an Azure cloud region just a 1-millisecond round trip away, for a great virtual workstation experience. When employees work in the office, they connect to their cloud workstation from a PCoIP Zero Client. When they work from home, they can use any device—a zero client, thin client, or any other device running Teradici Cloud Access Software. About half of employees have started working in the cloud, with the Design and Film departments leading the way.

"Teradici Cloud Access Software is the best remote access solution for design work in the cloud," said the head of technology. "Our artists especially like 4K UHD on large monitors and the great experience with Wacom Cintiq devices, like pen pressure sensitivity and tilt recognition."

Teradici Cloud Access Software keeps creative content secure. The studio has strict security requirements to prevent clients' creative content from being exposed. With the Teradici PCoIP protocol, only encrypted pixels travel over the network to the display, preventing snooping. And artists never need to take hard drives home because all content is stored securely in the cloud.

teradici

> **❝** *We've seen that our artists and freelancers can work from home with an excellent experience, which means we can potentially double our workforce without renting more office space. Teradici Cloud Access Software puts us in a position to grow without a lot of upfront expense.*

HEAD OF TECHNOLOGY

Virtual workstations expand the freelance pool and lower total cost of ownership for freelancers' desktops. In the past, one office previously brought freelancers in from other cities. That's no longer necessary. The company's weekly rental costs are the same for a physical Windows workstation or a virtual workstation on Azure—but with virtual workstations they don't have to pay for airfare or to power and cool a physical workstation. The studio further cuts costs by using Teradici Cloud Access Manager tie-ins to Azure to automatically spin down virtual workstations at night, over the weekend, and when they're idle for a specified time. Budgeting is simpler because the studio pays only for resources it actually uses.

When employees went home to work during the pandemic, the studio already had the technology in place. Some artists took home their zero clients so they could connect up to four displays. Others brought in their personal laptops before office closure for the IT team to install Teradici software. "Teradici Cloud Access Software made it a breeze to transition to work from home," said the head of technology. "The first Monday of the lockdown, 60 percent of our employees were fully productive, and by the end of the week everyone was. The experience is almost identical to being in the office."

Once social distancing restrictions are eased, the company expects some artists to continue working from home. The company also plans to put together road kits containing a PCoIP Zero Client for artists working on set and for freelancers in other cities. A freelancer in Brazil already works this way, connecting to a virtual workstation on Azure as if he worked at a U.S. studio.

teradici