



OpenDrives Product | Summit

Deutsch creates a faster post production workflow at Steelhouse.

“ OpenDrives allowed us to build a real-time collaborative post production workflow in a massive shared editing environment at our state of the art post production facility Steelhead. We now have the ability to respond to clients faster in the post-production process. ”

Tripp McCune
EVP, CIO Deutsch Inc.

Creating a world-class production facility.

Steelhead, Deutsch's post production facility adopted OpenDrives Summit and Summit X shared storage solutions. For cost-effectiveness and raw power. Summit makes a compelling case for the ultimate storage solution.

DEUTSCH

Doing Business Differently

Deutsch is a brand known for daring innovation as a leader in the global advertising game. Their ability to combine marketing know-how with hard-to-find artistic talent and technical wizardry is truly unique and key differentiator in the market. However, even an agency as savvy as Deutsch can suffer from lessons learned and go on to find ways to improve. It's what makes good things truly great—the ability to analyze, assess, and evolve.

Business was really good for Deutsch, but on closer examination a lot of potential growth was being left on the table. By sourcing out different parts of the creative process, they were scaling the operation and growing revenue, but they were simultaneously restricting profits. Of course, the agency business is known for razor-thin margins to begin with, but for an agency as competent and successful as Deutsch, this situation had to change.

Building out Steelhead Productions

Deutsch invested—massively—in building out one of the largest agency-owned production companies in the US. Steelhead can now truly deliver end-to-end editing and post-production services, from concept planning and shooting through to editing and finishing. From a technology perspective, they demonstrate vast expertise in VFX, motion graphics, and animation for everything from broadcast spots to vertical social content. The 50,000 square foot facility boasts a cutting-edge sound stage and a scalable mixed use content creation and editing production studio. Suffice it to say that Steelhead is open for business, and lots of it.

All that production and post-production magic, however, depends on a solid technology infrastructure. The demands of these workflows will put any storage solution to the test. OpenDrives was up to that challenge.

We have deep experience and expertise in supporting post-production workflows like the ones that Steelhead's creatives run through every single day. And we had the right storage infrastructure design and implementation to underpin all of Steelhead's post-production operations. At the end of the day, great things happen when great innovation meets great technology.

An ultra-fast post production workflow

As true workflow experts, OpenDrives consulted with the production studio and not only delivered an ultra-fast shared storage solution but a highly tuned network. OpenDrives is proud to be a part of the success that Deutsch and Steelhead are continuing to grow. We value the consultative approach we take with our customers to help all aspects of the shared storage environment work better and faster with OpenDrives.



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