



**DEUTSCH**



## **Deutsch Opens the Throttle with a Faster Post-Production Workflow at Steelhead**

Steelhead, Deutsch's post-production facility, adopted OpenDrives' hybrid SSD/HDD and HDD expansion storage systems—powered by Atlas, our intelligent data management software platform—as part of their world-class technology infrastructure. For cost-effectiveness and raw power, OpenDrives makes a compelling case for the ultimate enterprise solution when market-leading businesses want to outperform.

## The Challenge

### 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 a key differentiator in the market. However, even an agency as savvy as Deutsch can benefit from lessons learned and find ways to improve. It's what makes good things truly great—the ability to analyze, assess, and evolve. That's the essence of outperformance.



Business was going well 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 overall profits and cutting into their margins. 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. They needed a better return on performance. They were open to ideas.

“ 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 at Deutsch Inc.



## The Solution

### Investment in Outperformance

Deutsch invested—massively—in building out one of the largest agency-owned production companies in the U.S. 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. To use a sports metaphor, they're equally talented across a wide variety of activities like a decathlon competitor, not just a single-sport athlete. However, they needed to open it up in all areas to win.

Their new 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 would put any enterprise storage solution to the test. OpenDrives was up to that challenge and ready to enter the competition. 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 enterprise storage infrastructure design and implementation to bolster all of Steelhead's post-production operations. At the end of the day, great things happen when great innovation meets great technology. Outperformance is when you bring everything necessary together at the same time and go beyond anything you've done before.



## The Value

### Ultra-Fast Post-Production Workflows

As true workflow experts, OpenDrives consulted with the production studio and not only delivered an ultra-fast enterprise-grade storage solution but a highly-tuned network infrastructure. 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 ensure that all aspects of their enterprise storage environment work better and faster with OpenDrives. We make sure that OpenDrives solutions outperform so that our customers do, too.

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**OpenDrives meets your unique business requirements through a consultative and collaborative approach, resulting in a turn-key solution and flawless implementation service.**

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