



**DELL**EMC  
PARTNER  
PROGRAM

 Windows 10 Pro

## Creative User



A creative user needs a powerful desktop or mobile workstation, but also relies on seamlessly integrated ISV software and storage behind the scenes across the network.

# What a creative does

In 2015, it was estimated the creative industries were worth \$2.25 trillion — 3 percent of global GDP. It's a huge area of activity. Someone working in the creative industry might be producing content for movies, advertising, TV or games, and even delivering content to consumers too.

Most creative activity is in the digital realm, making state-of-the-art equipment necessity. As a creative, you might be using applications for video editing, 3D animation, virtual reality or even software development for games. You're also highly likely to be working in a team, either in one location or collaborating with others all around the world.

## Centralized storage

This means that your activities will not just rely on a single workstation, but will depend on how that system has been enabled to work with shared resources across a network, with particularly heavy use of shared data storage. Digital film rushes, for example, will take terabytes of capacity that will need to be moved around tasks in the movie-making process. A fast, accessible central repository will be essential. Even with less storage-intensive activities, a seamlessly integrated workflow is vital.

## Systems specified to work together

Creative people need their systems to be as transparent as possible, so that the operation of tools doesn't interfere with the production process. But your IT needs can be some of the most demanding in terms of processing power and storage requirements, making it essential that IT systems are carefully specified to work together.

## Value of industries by sector:

Oil and gas: \$5 trillion

Electronic engineering: \$4.38 trillion

Mechanical engineering: \$4.35 trillion

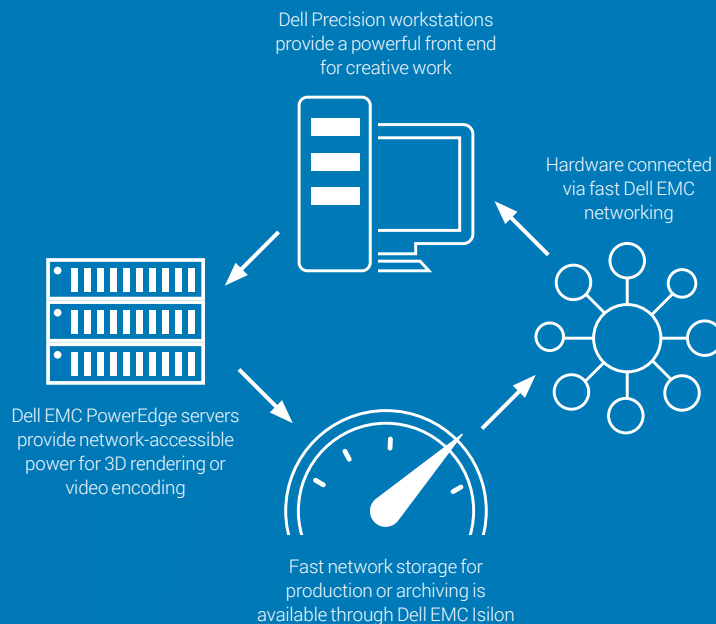
Automotive: \$3.15 trillion

**Creative industry: \$2.25 trillion**

Chemical: \$2.13 trillion

**3%**  
of global GDP

[www.weforum.org/agenda/2015/12/creative-industries-worth-world-economy/](http://www.weforum.org/agenda/2015/12/creative-industries-worth-world-economy/)  
[www.ibisworld.com/all-reports/market-research/](http://www.ibisworld.com/all-reports/market-research/)





Credit Warner Bros

## Case study

Animal Logic is an animation and visual effects company with operations in Sydney, California, Vancouver and London.

The company has visual effects (VFX) credits for Happy Feet, The Lego Movie, and The Great Gatsby, among others. Animal Logic has been working with Dell and EMC for nearly a decade.

“We have around 8.5 petabytes of storage in Sydney and 0.5 petabytes in our Vancouver studio,” explains Alex Timbs, Animal Logic’s head of IT. The company uses Dell EMC storage and Dell EMC PowerEdge servers, with 256 dual-socket nodes in the Sydney studio, and 128 in Vancouver. These make up a significant portion of the firm’s 3D animation rendering pipeline. Animal Logic also uses Dell EMC networking for its Avid editing suites, and Dell workstations.

Although Dell EMC provides excellent value, and a tried-and-tested management platform, it is the relationship that Animal Logic has built with Dell EMC that is central to the continuing partnership, and this comes down to account management. “It’s all about how well the vendor manages the account; not just selling stuff to us, but truly understanding the business we’re in,” explains Timbs. “It gives us the right products at the right price. It treats our success as its own. This is how it has gone from being a vendor to being a partner in making movies. The single point of contact is a big plus. I just want to go to one person to explain our business.”

“The Dell EMC product offering means that we have end-to-end opportunities for business solutions. These are from a company that has a proven record of understanding our business.”

Alex Timbs, Head of IT, Animal Logic

# Dell Technologies for creatives

Dell EMC provides all four key components for a seamless creative workflow

## Workstations

The creative front end is the workstation. Dell has a full range from mobile to desktop. All have ISV (independent software vendor) certification, so you know they work with your software. The Dell Precision Tower 5000 and 7000, including Windows 10 Pro for Workstations, are single- and dual-socket workhorses respectively for high-end design work. A new desktop is the Precision 5720 All-in-One with a 27-inch 4K UHD screen, which works with the Dell Canvas, a huge graphics tablet with 20-point touch and Wacom-certified stylus, ideal for design sketches. Dell's mobile workstation range extends from 15-inch Precision 3000 and 5000 Series to the virtual reality ready 17-inch 7000 Series.



## Networking

Knitting workstation, server and storage together are Dell EMC switches, with industry leading 25G, 5G and 2.5G data-center and end-user networking platforms, and supported by fully validated reference architectures for small, medium and large deployments. Dell EMC Open Networking solutions deliver greater customer value with an array of value-added software stacks that best fit their creative flows. Dell EMC switches also have a clear price/performance advantage over the competition.

## Servers

Dell EMC PowerEdge servers are designed to be the bedrock of the modern data center, with the scalability, manageability and security required from IT today. From rack servers to software-defined storage (SDS), the Dell EMC PowerEdge portfolio provides performance and flexibility to deliver maximum performance for rendering, animation or encoding. The PowerEdge R740xd and R740 can either be SDS nodes with up to 24 2.5-inch NVMe solid-state drives to maximize I/Os per second or built with up to three 300-watt graphics processing units. The combination of Dell and EMC provides the most powerful and comprehensive server portfolio and support in the industry.

## Storage

Creative workflows, for example 8K video production, place huge emphasis on storage. The Dell EMC storage offering is designed to provide a hierarchical solution with a shared pool or "data lake", so that companies no longer need to work with multiple copies of their content data copied locally across the network. The file system can consist of different types of storage, with a variety of access speeds and pricing, ranging from the fastest S-Series to the more economical NL-series, and the balanced X-Series in between. All-flash storage has recently been released, too.

Talk to your Dell EMC partner  
about how you can benefit from  
the full Dell Technologies portfolio.  
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Windows 10 Pro means business.

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