Maximizing the technology you already have

Denmark's leading provider of TV commercials, motion pictures, and branded content uses Data Expedition Inc.'s software to transfer huge amounts of data across long distances

"The problem with data transfer will get worse, because there will always be faster internet and bigger files, but speed of light pretty much stays the same. Latency will be the killer, but that's something ExpeDat™ can mitigate - making a gigabit line actually be a gigabit, enabling the technology you already have."
— Thomas Knudsen, Head of IT & Security, M2Film

Overview

M2Film, a full-service film production company of TV commercials, motion pictures, and branded content based in Copenhagen and Aarhus, Denmark, is one of four companies that comprise M2 Group A/S, an international producer of advertising, films, animation, and entertainment.

The film, animation, and production work they do involves full-quality, heavy, large, uncompressed data in its richest form. Of its portfolio of more than 115,000 unique titles, M2Film does all the production work for a popular branded animated TV show. Forty 22-minute, full high-definition episodes of this series, for example, are about 45 gigabytes in size per episode, a file size that includes versions in 16 different languages, 2.0 stereo to 7.1 surround audio formats, intro and outro clips (including international versions without any graphics), and in a variety of frame rates.

The company distributes more than 8,000 master files to and from its subsidiaries, partners, and customers annually, and needed to eliminate the latency issues inherent with trying to transfer massive amounts of raw data and final work over the internet without compromising quality.

Challenge

M2Film and its subsidiaries, Duckling in Copenhagen, Picture This Studio in Bangkok, and M2 Entertainment in London, needed to be able to collaborate faster using a reliable solution that could handle the data size of the uncompressed film,

sound, high-spec CG, 2D character-based animation, and long format CGI animation in their combined wheelhouse.

With its home base in Denmark, M2Film also needed a better and faster way to transfer data to as far away as Bangkok – 5,000 miles – across its 1 gigabit WAN. Thomas Knudsen, Head of IT & Security for M2Film, said his biggest frustration was knowing that the infrastructure could handle high-speed transfers, but the nature of traditional TCP-based file transfers would totally kill the speed due to wasteful handshakes and outdated protocols – a slow and inefficient process, especially for a company simultaneously managing multiple, time-sensitive collaborative projects across continents.

"People cannot understand, if they have a 1 gigabit pipe, why their data transfers are slow. The reason? The traditional file transfer protocols like FTP and others invented in the early 1970s are not designed for anything remotely larger than a few gigabytes," he said. "And getting faster lines will not solve this problem alone."

Solution

When M2Film was looking for a data transfer solution in 2009, they looked at a variety of companies and found Data Expedition, Inc.® (DEI®) in a technical forum online.

"I downloaded the free trial for ExpeDat and could instantly see that it worked. I also liked that they listed their pricing on their website and the software was available in multiple platforms. The Mac interface convinced us and we made a deal," Thomas said.

Thomas likes that DEI's software transfers data as fast as their infrastructure will allow. He said that DEI's proprietary Multipurpose Transaction Protocol® (MTP™/IP) technology automatically figures out that speed and keeps adapting in real-time, something different from DEI's competitors. In addition, M2Film only pays for active transmissions and are not limited by the number of users, a cost-effective benefit for a company with 300 creative staff, and about the same number of customers and external partners.

The team at DEI gets to know their customers' business and provides unlimited, one-on-one technical assistance as needed as part of the contract, a feature not outsourced. Thomas appreciates this because his engineers like to try to "break things" – to see for themselves how the software works and to find problems – and likes that DEI lets them get under the hood and share suggestions for how ExpeDat and other DEI products can better suit their needs.

"Basically, DEI is changing the behavior of your network," Thomas added. "They solved our data transfer problem instantly and have proven to be the right solution ever since. I just ordered 10 gigabit WAN connectivity – and ExpeDat will ensure that we can also make full use of this impressive speed for years to come."

About Data Expedition, Inc.
Data Expedition, Inc.®(DEI®) is the creator of the world's only data transport software that instantly adapts to fully utilize any network path, maximizing the throughput of existing network infrastructure. Since 2000, DEI has provided data transport solutions to the world's largest companies across nearly every continent and industry. The company's patented MTP™/IP technology uses unique flow-control and error recovery algorithms to achieve high-network efficiency across all IP networks. Companies using DEI's solutions can automatically transport data as fast as the underlying infrastructure will allow without human intervention at a fraction of the cost of other solutions. For more information or to download a FREE trial of ExpeDat for the cloud, please visit www.DataExpedition.com.
Follow us on Twitter and LinkedIn.

Additional Contacts:
info@DataExpedition.com
www.DataExpedition.com
+1 617-500-0002