

CASE STUDY

VITALITY VFX

Leading creative & technical talent
establish a winning strategy**Business Objectives**

- cost-performance advantage
- simplify management
- enterprise-grade security
- scalable, future-proof
- support hybrid/remote work
- improve team & client collaboration
- pipeline flexibility to meet diverse work requirements

Benefits of Arch

Arch has managed our move to cloud-first more efficiently and within our established requirements faster than we could have imagined.

- Avg. 15% project time savings
- \$40K+/mo. overall savings
- Work/project scalability
- Higher employee satisfaction

“*For a company like ours, the Arch platform lets us focus on our core business to remain cutting edge so we can exceed our customers expectations*”

- **Rebecca West**
Vitality VFX Studio Head

Introduction

Vitality Visual Effects is a high-end VFX boutique specializing in technical and creative work for film and television. Since inception in 2014, Vitality have worked on projects such as The Little Mermaid, The Whale, The Irishman, Stranger Things, The Bikeriders, The Morning Show and The Night Agent.

The Vitality team strive for inclusion and diversity in every level of their organization. They take pride in their healthy work environment, and as a result, have a close knit team of artists and producers who work closely with production to ensure quality and transparency.

Vitality produces the highest quality work to bring their clients' visions to life. They customize their teams in Korea and Vancouver B.C. to fit the needs of production, while maintaining competitive pricing due to their Arch + AWS cloud infrastructure, which keeps operating costs low and allows them to pivot and expand without limits or down time.

Strategy for success

Vitality VFX engaged Arch Platform Technologies to establish an AWS cloud-based solution for all their demanding VFX workflows. Vitality outlined the following as their North Star:

Cloud infrastructure should be future-proof and secure to support teams with the latest technologies for improved standardization across two locations.

Arch's platform must streamline tools and workflows for Vitality's wide variety of projects and creative pipelines, and do it with low IT overhead.

Facilitate storage, render, workstations and other resources to scale quickly across locations to achieve tight schedules with highest quality.

Support remote flexibility for new hires and eliminate configuration drift and downtime.

Automate workstation cost-performance optimization to assure consistency in performance and efficiency.

Storage must scale to meet the needs of each project. Content to always be accessible by everyone with low latency for a great work experience. Must be secure, and both storage and compute must have high availability.

Conclusion

Vitality VFX likes working with the Arch Platform and the Arch team because it has helped them minimize up-front fixed costs and avoid needing cloud DevOps staff. It offers the high performance cloud orchestration they require to drive their business forward. Because their business and industry are dynamic, Arch + AWS provides for the flexibility Vitality require in terms of scalability, performance, efficiency, analytic insights, and talent management.