Cloudalize™

Figure: Imago Post Production Studio using a Cloudalize Cloud Workstation

Client	**Location**	**Industry**	**Solution**	**Application**
Imago VFX	Italy	Media & Entertainment	Cloud Workstation (DaaS)	Video Effects (VFX)

Going to the Cloud was a simple and logical step for visual effects studio, Imago VFX. By choosing Cloudalize, Imago VFX's network of visual effects artists around Europe have a functional, mobile and flexible cloud platform on which to work in real time and all the power needed to operate their specialised professional software.

About the Company

Imago VFX was established in 2018 by Fabrizio Nastasi, a film post-production supervisor.

Nastasi had many years of experience on film projects including Greenery Will Bloom Again (Italian: *Torneranno i prati)* by Ermanno Olmi, and he sought to find a new direction in the film and VFX industry. It was time to create a smart and cloud-enabled post-production facility involving experienced ex-colleagues and specialised artists (3D artists, compositors and editors) spread across Europe.

Imago VFX specialises in editing, colour grading and visual effects for films, television series and, television advertisements.

The Challenge

Imago VFX had a wealth of VFX and film experience however, it had no internal expertise in setting up IT infrastructure needed. The vision was the to go to the Cloud. The requirements were rigorous: a cost-effective, powerful, safe, reliable and flexible solution.

It had to have the processing power to handle a multitude of top-grade professional video editing and creative software both on- and off-set.

Setting up a traditional virtual desktop infrastructure (VDI) was too expensive for a new small company. An alternative solution was needed. As some of Imago VFX's clients were well-known studios and commercial brands in Italy, security and safety were of the utmost importance.

The Solution

Four solutions were initially selected for benchmarking and evaluation. One solution supported mobility. However, it did not deliver the required processing power needed. Another was not available in Europe and a third was rejected because it was too complicated and not user-friendly.

The Cloudalize Cloud Platform was ultimately selected because it provided the right balance of greater processing power with the mobility and flexibility demanded by Imago VFX.

The Cloudalize Cloud Platform has enabled Imago VFX to manage entire film productions on the Cloud. From a Cloud Workstation (DaaS), Imago VFX can access the superior processing power to work on-demand on- and off-set. From any device, Imago VFX can launch and work with highly-specialised film-editing software like Autodesk Maya, Blackmagic Fusion, The Foundry Nuke, DaVinci Resolve, Adobe Creative Suite.

All the project files are stored safety and securely on Cloudalize and are available to those who have the correct access rights. This flexibility allows Imago VFX to work with a distributed team of video production experts across Europe to answer last-minute requests from clients.

The Cloudalize Cloud Platform was successfully used by Imago VFX in post-production process of Ordinary Justice (Italian: *Palazzo di Giustizia*). Ordinary Justice was premiered at the 2020 Berlin Film Festival.

The Future

"The Cloudalize Cloud Platform has proven itself to enable the modern and digital way of working desired by Imago VFX when it began its search." stated Fabrizio Nastasi. "Internal and external stakeholders can work with specialised software on any device thanks to Cloud Workstations while all the project files are safe and secure in the Cloud available at a minutes notice."

With the stability of business operations, Cloudalize is now part of Imago VFX's plan for future growth and expansion.

"When Italy shutdown to contain COVID-19 during 2020, at Imago VFX, the show went on. We were ready and prepared thanks to Cloudalize for remote working. Production didn't stop and Imago VFX clients were extremely pleased that ongoing projects were not postponed or delayed."

Fabrizio Nastasi
Managing Director
Imago VFX

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