



ETHERNET SOLUTIONS

BIG Animation Jazzes Up the Show with Brocade

OBJECTIVE

- Have in place an advanced high-performance, highly available data center infrastructure to accommodate growing volumes of traffic in a high availability environment
- Have in place a system to handle very high rates of throughput
- Have in place a system that ensures confidentiality of IPs and the animation content of clients by maintaining physical separation within operating networks

SOLUTION

- Brocade's BigIron RX backbone and FastIron Series Layer 2/3 switches were deployed in BIG Animation's high-performance 10 gigabit Ethernet (10GbE) animation production network
- Brocade provided double the usual number of 10GbE and 1GbE ports in a single shelf system
- Brocade's state-of-the-art chassis based 16-Slot BigIron RX-16 Switch at the core and three workgroup switches serving as aggregator switches

RESULTS

- The new Brocade-powered infrastructure enabled non-blocking and wire-speed performance at very high port densities
- The BigIron RX-16 switch, fitted with the MRJ21 line card modules, provided a high density platform to deliver high performance connections to the artists, servers and redundant 10GbE uplinks
- High performance switches and intelligent application switches maximized application performance and gave the animators wire speed access at all times, and also took care of data security between departments

BIG ANIMATION IS A TECHNOLOGICALLY SUPERIOR DIGITAL ANIMATION SCRIPT-TO-SCREEN, CONTENT CREATOR. WITH THE RIGHT BLEND OF EXPERTISE IN TRADITIONAL, TECHNICAL AND MANAGERIAL SKILLS, THE STUDIO IS IN THE BUSINESS OF CREATING STATE-OF-THE-ART, NEXT-GENERATION ANIMATION FOR FEATURE FILMS, DTH, TELEVISION AND MANY MORE EMERGING NEW MEDIA PLATFORMS.

SUMMARY

Spaced with 60,000 square feet state-of-the-art first ever end-to-end quad core studio in Pune, BIG Animation India Private Limited, A Reliance Anil Dhirubhai Ambani Group Company, is dedicated to reviving the culture of story-telling by characterizing digital animation in the world of fantasy. The studio's state-of-the-art cutting edge technology is deployed to back their entire operations, which are running on Linux and AMD Opteron Quad Core Processors. Fool-proof multiple Feature Film pipelines exist for the Domestic and International markets in digital 2D and high-end 3D with higher emphasis on creating, marketing, merchandizing and licensing the generic animation content, out of India.

OBJECTIVE

As the demand grows for digital artists to produce creative content, so does the demand for high-quality rendered output from hardware. Today's digital artists need adequate infrastructural support that lets them efficiently produce the desired output in an environment that facilitates continuous iteration of the results. BIG Animation's networking infrastructure was engaged in transferring heavy amounts of data between servers, making optimally performing computing networking imperative for time-bound production. Prerequisite support infrastructure calls for an animation production network utilizing hundreds of processors to create a high performance computing environment seamlessly connected by reliable solutions to create closest-to-real life visual effects.

Deployment of a robust and reliable network infrastructure that could support ever increasing production demands was crucial to BIG Animation's state-of-the-art quad core studio. To maintain its leadership position, BIG Animation's production network requires extremely high performance and reliability levels to generate groundbreaking animation while maintaining security of intellectual properties. "Since our network mandates superior



“LITTLE KRISHNA” BY BIG ANIMATION

“Little Krishna” The series is a complete family entertainer unfolding chronicles of the most beloved prankster Little Krishna and his metamorphosis into India’s legendary heritage character. The Design team at BIG Animation left no stone unturned to research every style aspect of the land of ‘Vraj’, where these stories took place 5000 years ago. The backgrounds, art direction, color keys and all other elements of detailing were thoroughly researched upon unearthing every possible reference and finally deciding on the styling of the series that will suit the contemporary formats.

The series is the “first Indian production acquired by Nickelodeon” and is among the top two kid’s program currently on Indian Television.

performance and high scalability, it was important for us to partner with a technologically stronger networking vendor with a complete end-to-end solution set,” says Ashish S. K., CEO, BIG Animation.

SOLUTION

BIG Animation opted for Brocade’s BigIron RX backbone and FastIron Series Layer 2/3 switches to be deployed into its high-performance 10 gigabit Ethernet (10GbE) animation production network. Brocade provided double the 10GbE and 1GbE ports in a single shelf system than competing offerings. The BigIron RX Series of Layer 2/3 Ethernet backbone switches is the

most powerful Ethernet switch family in the industry. It incorporates the latest advances in switch architecture, system resilience, quality of service (QoS) and switch security in a family of modular chassis, setting industry benchmarks for price performance, scalability and total cost of ownership (TCO).

RESULTS

The BigIron RX switch, fitted with the MRJ21 line card modules, provided a high-density platform to deliver high performance connections to the artists, servers and redundant 10GbE uplinks. It enabled non-blocking and wire-speed performance at very high port densities which are critical to the company.

In addition to its HPC role such as in BIG Animation Studios’ network, the BigIron RX Series, with its high-density and compact design, is an ideal IP solution for enterprises, data centers, data mining, Internet Exchanges and Internet Service Providers (IXPs and ISPs).

According to Ashish, “the high performance Ethernet infrastructure from Brocade currently deployed in our facility supports our current and future networking needs, preparing us to expand our network capabilities as we expand operations”. Brocade’s FastIron SuperX Layer 2/3 modular switches are purpose-built to provide BIG Animation Studio with high-performance GbE, 10GbE, and advanced networking solutions for tomorrow’s mission-critical and today’s increasing security needs. They are designed with high performance ASICs to deliver high density GbE that can include Power over Ethernet (PoE) and 10GbE. The BigIron RX Series backbone switch and multiple FastIron family of compact layer 2/3 switches to back their 10GbE production network core deliver greater performance, reliability, advanced user and networking security and extensive redundancy. The FastIron SuperX Series can expedite an organization’s return on investment (ROI) through a lower TCO.

Brocade’s state-of-the-art chassis based 16-Slot BigIron RX Switch at the core and three workgroup switches served as aggregator switches. The solution suited the requirements of a typical studio application, gave the users wire speed access at all times, and took care of data security between departments. Brocade’s products and services were a completely secure, optimized and scalable solution which has given BIG Animation the leading edge in the core of the animation production cycle.

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