

# Scaling Storage and Streamlining Costs for Futureproof Continuity

CASE STUDY

directorscut

## Workflow Wins



Increased storage capacity



Futureproof scalability



Cost efficiency and predictability



Seamless integration with existing workflows



Enhanced data security and accessibility



Hybrid storage solution with anytime access

## Overview

Facing increasing content demands and storage needs, Directors Cut Films chose to expand their existing Object Matrix system from 384TB to 1PB of on-premise storage and 100TB cloud storage. The upgrade provided a scalable, cost-efficient solution that integrates seamlessly with Avid workflows. The hybrid model, along with the Vision asset management application, provides secure access to content, enhanced operational efficiency, and support for future growth and storage demands.

## Background

Founded in 1999, Directors Cut Films Ltd. is a 'one stop shop' post-production facility providing a service to clients from offline through final post to delivery. Specializing in high-end television series and independent feature films, Directors Cut Films works with major UK and international broadcasters and production companies on a range of content across the factual and factual entertainment spectrums.

Directors Cut Films has been working with Pixitmedia's Object Matrix storage since 2014, evolving from a modest 96TB ethernet connected system to 1PB in a 10Gb/s infrastructure. Deployed as a scalable and accessible nearline storage platform to complement and integrate into Avid workflows, Object Matrix provides a cost-effective and secure platform to preserve assets outside of closed production systems.

## Challenge

**Completing and delivering hundreds of hours of diverse programming to consumers each year requires vast amounts of media to pass through post-production workflows. However, large quantities of content demand large amounts of storage space.**

With a growing number of assets, the Directors Cut Films team found that it was becoming harder to manage capacity without having to continually chase for deletions. Recognizing the rising demand for storage, and in preparation for higher-resolution media, Directors Cut Films decided to expand its nearline storage capacity.

Simultaneously, the facility was looking to streamline its expenditure, so any system changes had to come with predictable and efficient costs.

## Objectives

### Increase Capacity

The primary objective was to expand the existing Object Matrix storage capacity. This would remove the need for constantly chasing deletions and accommodate the future use of 4K and above.

**"We were reviewing all our costs and looking to rationalize and reduce wherever possible. We opted for a 5-year subscription package to not only optimize our expenses but also to increase our capacity. This decision allowed us to retire old equipment while simultaneously incorporating cloud backup."**

**Andy Nicholson**

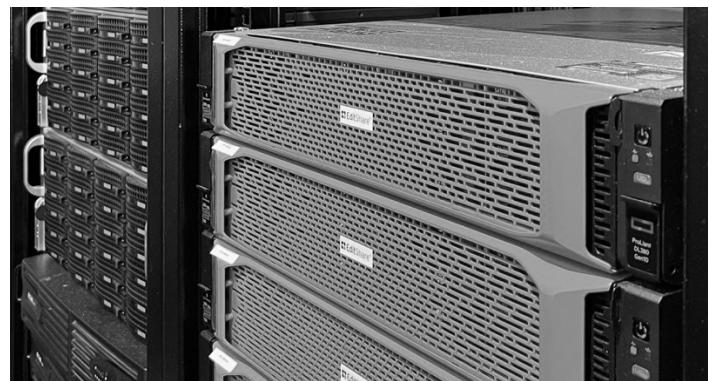
Head of Post Production / Technical Director  
Directors Cut Films

### Cost Rationalization

Recognizing the benefits of a subscription package, Directors Cut Films wanted to secure predictable monthly costs to spread the cost of ownership and support.

### Continuity

As well as addressing the immediate challenges of decommissioning older nodes, the solution needed to respond to future growth and evolving storage demands.



"We've been using Object Matrix since 2014, and after years of reliable data storage and unwavering support from the team, we decided to continue the relationship, upgrade our existing system, and commit to a multi-year deal. The immediate benefits are monthly costs that are easier to budget, plenty of nearline storage, and the confidence that the support team are there when we need them."

**Andy Nicholson**

Head of Post Production / Technical Director, Directors Cut Films

## Solution and Outcome

As a decade-long user of the Object Matrix technology, Directors Cut Films saw no need to look elsewhere for an alternative storage system. The facility upgraded its Object Matrix system from 384TB to 1PB of on-premise storage and 100TB of cloud storage. The team continue to use the web-based media and metadata management application, Vision, providing them and their clients with secure and audited access to their content.

Directors Cut Films are now able to utilize a seamless hybrid model from Object Matrix on-prem to OM cloud for burst capacity and on-prem backup, with the bonus of having a cost-effective annual subscription model. Having 1PB of Object Matrix on-prem along with OM cloud will provide the company with sufficient storage for the meantime with the ability to scale as needed. Additionally, the Vision asset management platform provides creative teams with self-serve access to their content from anywhere.

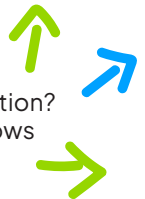
"We don't foresee another upgrade for some time to come, but never say never..."

**Andy Nicholson**

Head of Post Production / Technical Director  
Directors Cut Films

Do you need a scalable and secure storage solution?  
Are you looking to improve your content workflows  
without worrying about the cost?

**We're here to help. Talk to us today.**



Established in 1999, **Directors Cut Films** provides a friendly environment for your post production needs. Our reputation is based on strong relationships forged throughout the process, from the first workflow meetings to technical support advice. We specialise in the post production of high-end television series' and independent feature films for all the major UK broadcasters, as well as many worldwide broadcasters: Fox, PBS, Nat Geo, Discovery & NBC. [www.directorscutfilms.com](http://www.directorscutfilms.com)



**Pixitmedia by DataCore**, is a leading provider of intelligent content and metadata management solutions for the media and entertainment industry. We go beyond storage to deliver a smarter ecosystem for media workflows, with end-to-end solutions that combine high-performance file, nearline, and archive platforms with metadata enrichment, indexing, and search. Enabled by data orchestration tools, our multi-tier technology simplifies content management and migration to ensure media assets are always where our customers need them.

Pixitmedia's innovative solutions integrate seamlessly into existing M&E workflows, optimizing efficiency and collaboration at every level - from ingest to archive to delivery. With Pixitmedia, content is always searchable, secure, and available whenever it's required.

For further insights, visit:

[hello@pixitmedia.com](mailto:hello@pixitmedia.com) | [pixitmedia.com](http://pixitmedia.com)

