



# GPU Powered VDI with GPU Render

Creative Capability of Dr Who  
VFX Studio

Barry Daniels  
Strategic Alliances

**Barry Daniels**

Strategic Alliance Manager - Exponential-e



- Company Overview
- The Media Challenges
- The JellyFish Pictures Solution
- GPU options
- Super Secure, Private Cloud
- Strategic Development Partnerships
- The Future



# Exponential-e Commercial Snapshot

- Exponential-e is a privately owned British company.
- Founded in 2002, It is financially robust, fast growing - and the cornerstones of its business success are founded on innovation, agility, dynamism and customer service excellence.
- Exponential-e is a leading, trusted provider of Ethernet, private Cloud and ICT services - all seamlessly integrated into its state of the art VPLS enabled high capacity network.
- Exponential-e offers a globally unique Cloud-Network solution for Enterprise customers. Its Cloud solutions are built on the customers' LAN, on the clean side of the firewall . . . this negates issues of privacy and data security.
- Business growth has been delivered through innovation & technology firsts.
- It wholly owns its super-fast 100 GigE Layer 2 VPLS UK wide Network.
- Delivers multiple services down 1 pipe - Multi-tenancy.
- Has been awarded five ISO accreditations as well as the Cloud Security Alliance STAR.
- Trusted by 1,700 customers, boasts 96% customer reference-ability.



# Our Beliefs

## Applied Innovation

Delivering the benefits of technological innovation to market.

## Dynamic Disruption

Changing the battlefield & basis of competition.



Competitors

Creators



*“Smart people, that is our priority, it’s who we hire, and it’s them who make the business.*”

*Our future growth will come from applied innovation – we are always pushing ourselves to offer smarter solutions – and from scaling the model globally. We can do that through our international Cloud presence, which allows businesses and their employees to work from anywhere in the world.”*

**Lee Wade, CEO - Exponential-e**



# 12 successful years of technical innovation



Internet over Ethernet

2002



Euro introduced

2004



Intelligent Internet Routing Algorithm



2010

Web-based Bandwidth Management is launched

2008



Obama becomes US President



Launch of Smart Internet Business Internet Service

2006



Wikipedia reaches 1,000,000 articles



Launch of Europe's first VPLS Network



Will & Kate get married



2011

North America watches the Royal Wedding using Exponential-e Technology



Core network upgrade to 100GigE, Investments in Cloud and datacentres

2012



London hosts the Olympics



2014

CloudNet and Desktop-as-a-Service (DaaS) launched



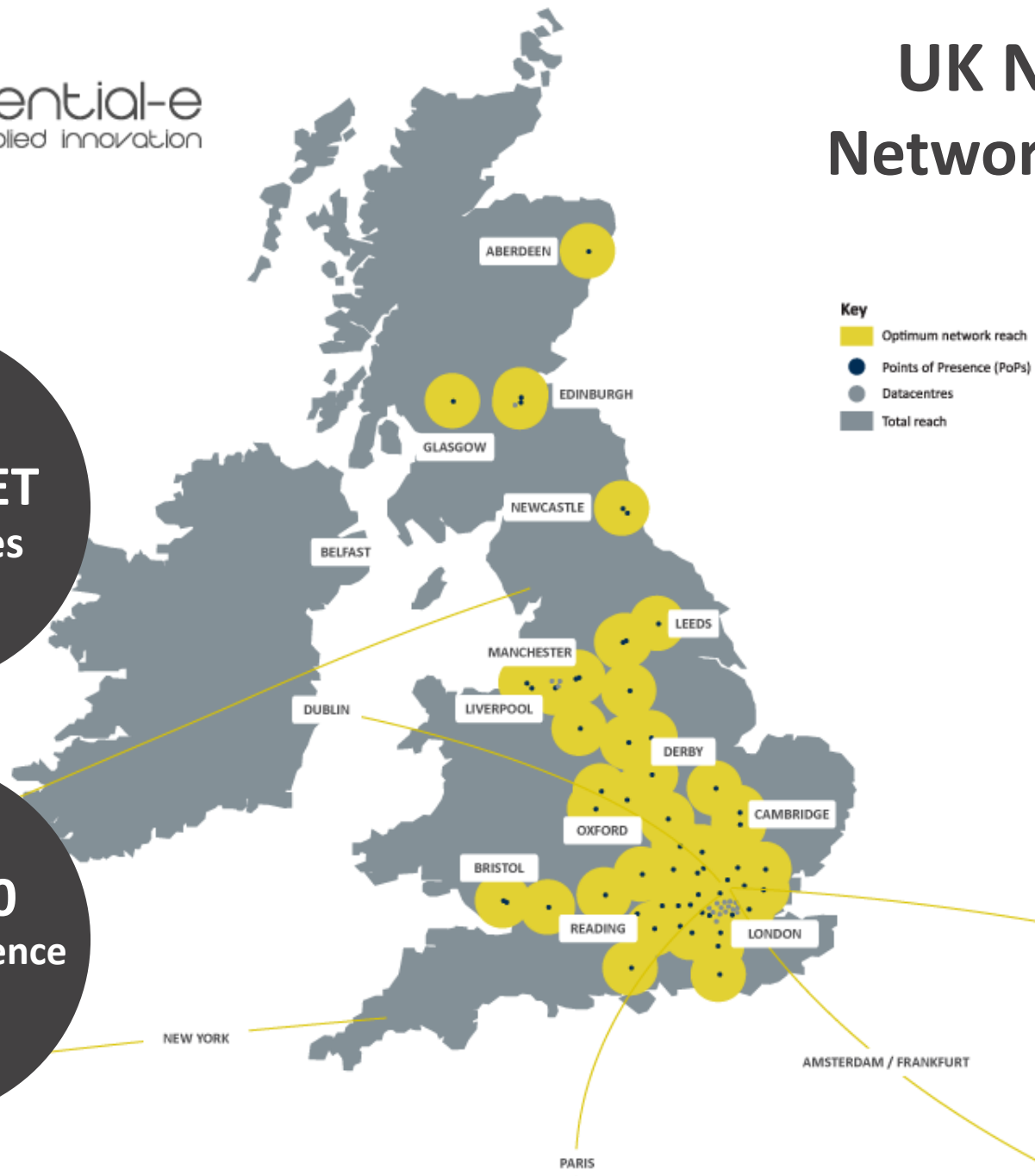
Launch of own private Cloud & Datacentre

2013

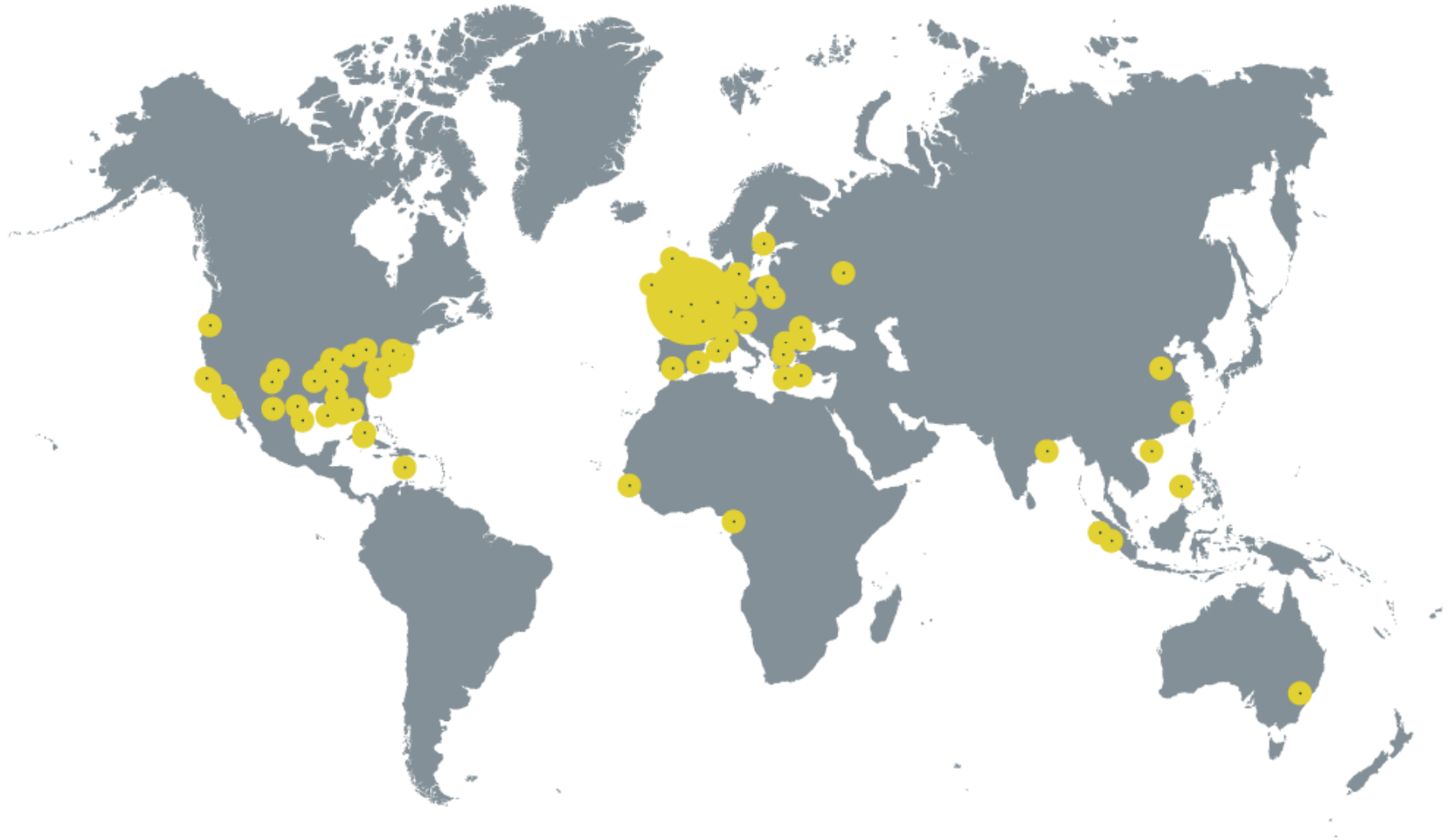
# UK National Network Reach

**33 ON-NET  
Datacentres**

**Over 150  
Points of Presence**



# International Network Reach







## Peace-of-mind-as-a-Service

bsi. ISO 9001 Quality Management

ISO 27001 Information Security Management

ISO/IEC 20000-1 Information Technology Service Management

CSA STAR Cloud Security

ISO 22301 Business Continuity Management





London  
Stock Exchange

# 1000

COMPANIES TO INSPIRE  
**BRITAIN**





NETWORK  
SERVICES



CLOUD  
SERVICES



UNIFIED  
COMMUNICATIONS



DATACENTRE  
SERVICES



PROFESSIONAL  
SERVICES

# Solutions by Sector



ENGINEERING



BROADCAST



LEGAL



EDUCATION



HOSPITALITY



LEISURE



THIRD SECTOR



MEDIA



FINANCE



HOUSING



RECRUITMENT



INSURANCE

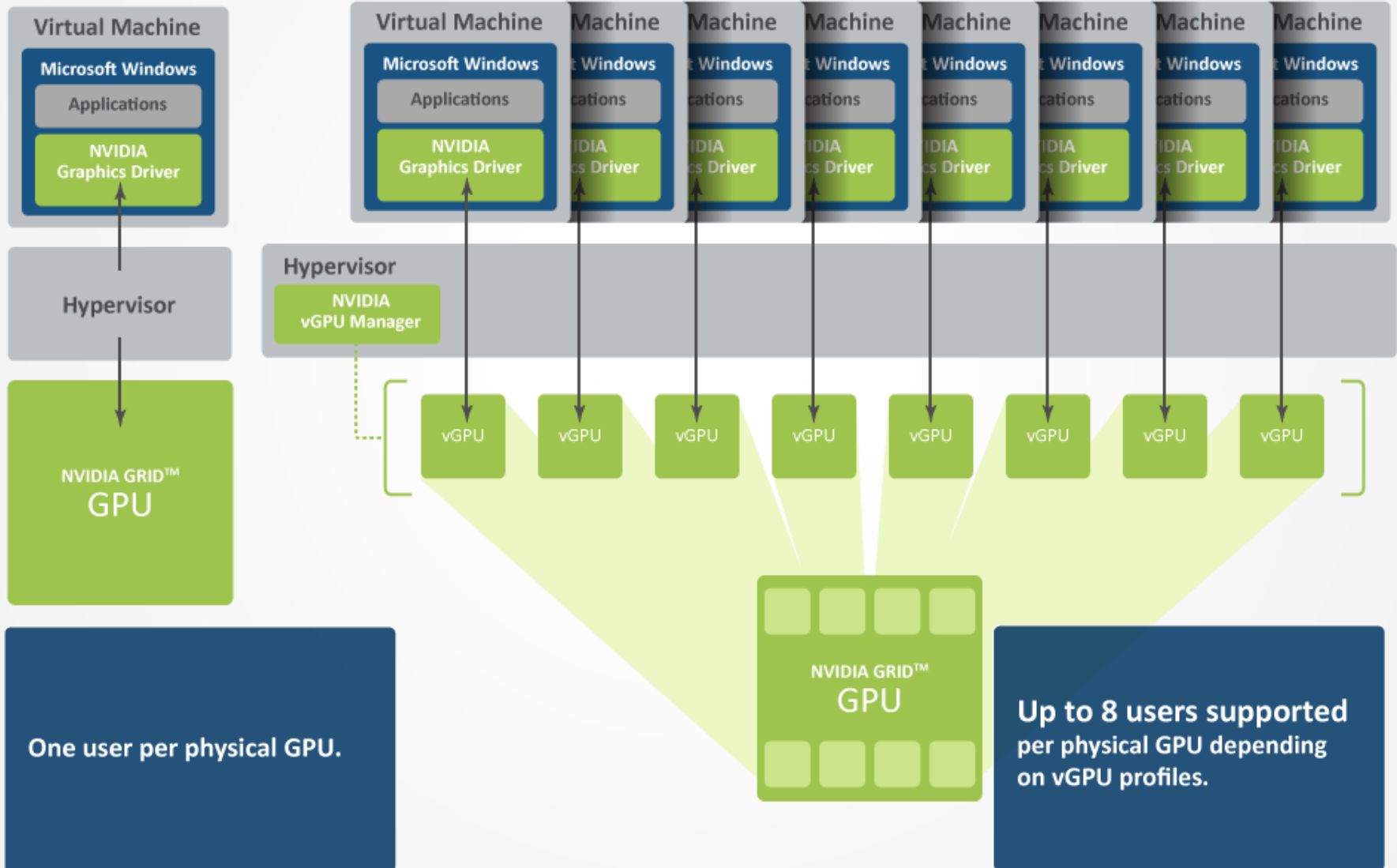


# The Media Challenges

- Power Demands of server rooms.
- Cost of space.
- Large Capex expenditure for short term contracts.
- Maxed out render nodes up against tight deadlines.
- Data security protection & the challenge of contract workers.
- The transfer of large files across the globe.
- Being able to utilize the best talent regardless of location.
- Lack of security in public Clouds.
- Mobility Solutions.



# Shared vs Dedicated GPU



# VFX Houses in Development or Production Phase





*"One of the VFX industry's most pressing challenges is the amount of time needed to render frames, often rendering can take several hours, so committing to the media industry and will see changes to footage. Exponential-e's commitment to the media industry will make British VFX companies even more competitive in the bid process for contracts. Using Exponential-e's Cloud, VFX companies can deliver **greater production efficiencies** without sacrificing creative excellence, taking the industry to new heights."*

**Lee Wade**  
CEO, Exponential-e.





PRIVATE CONNECTION TO  
THIRD PARTIES

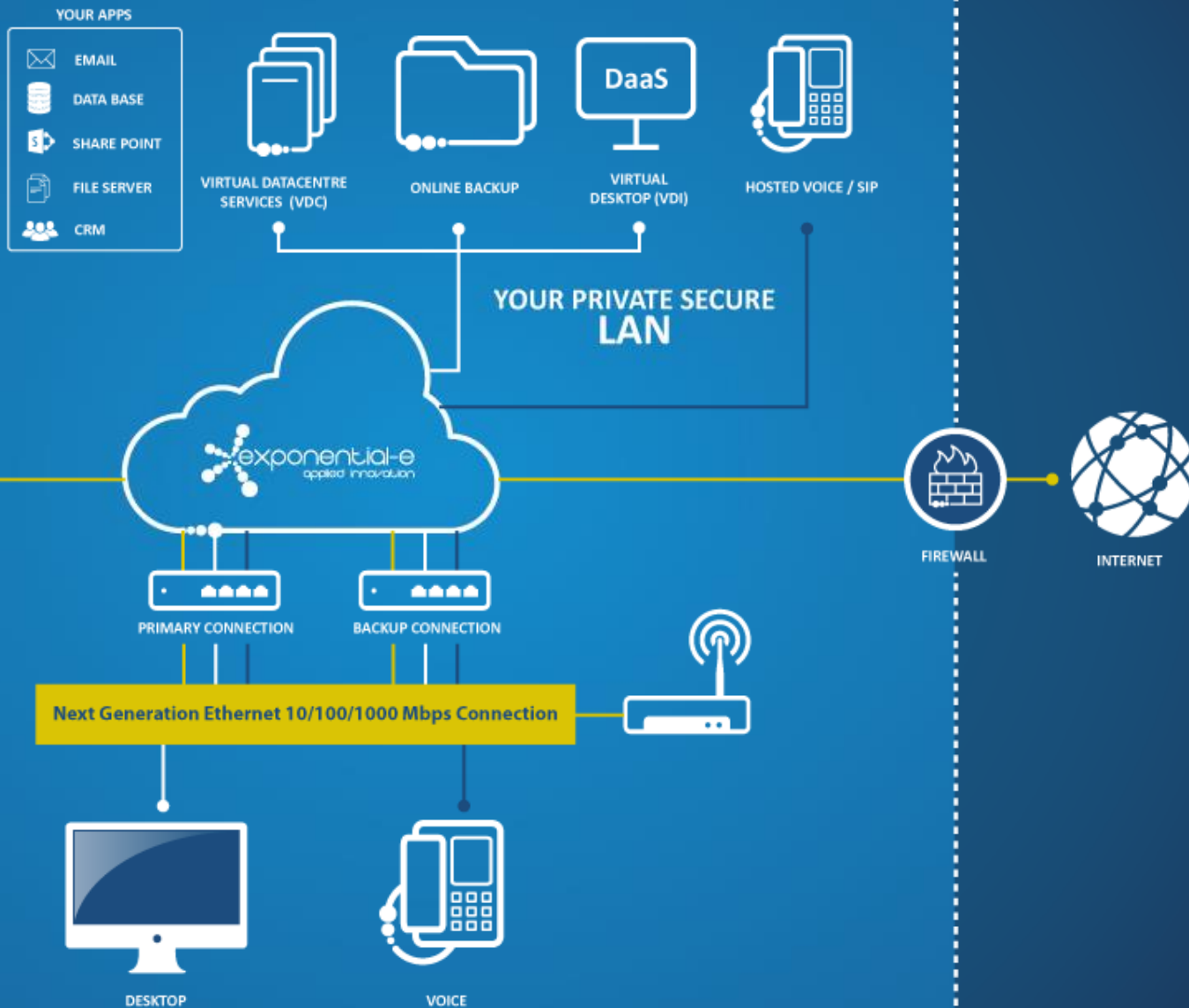


N3



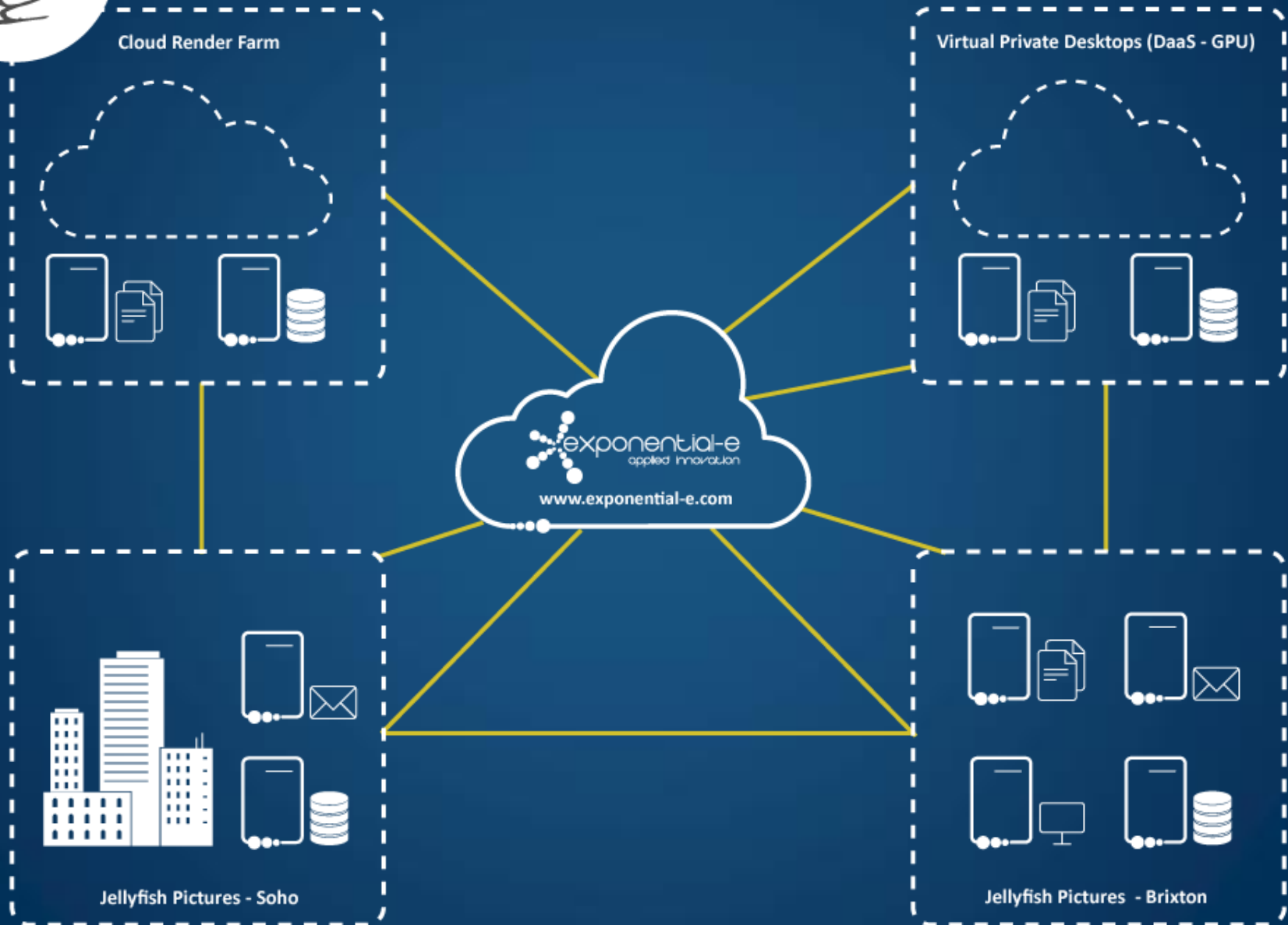
# Superfast Private Cloud

PUBLIC INTERNET CONNECTION



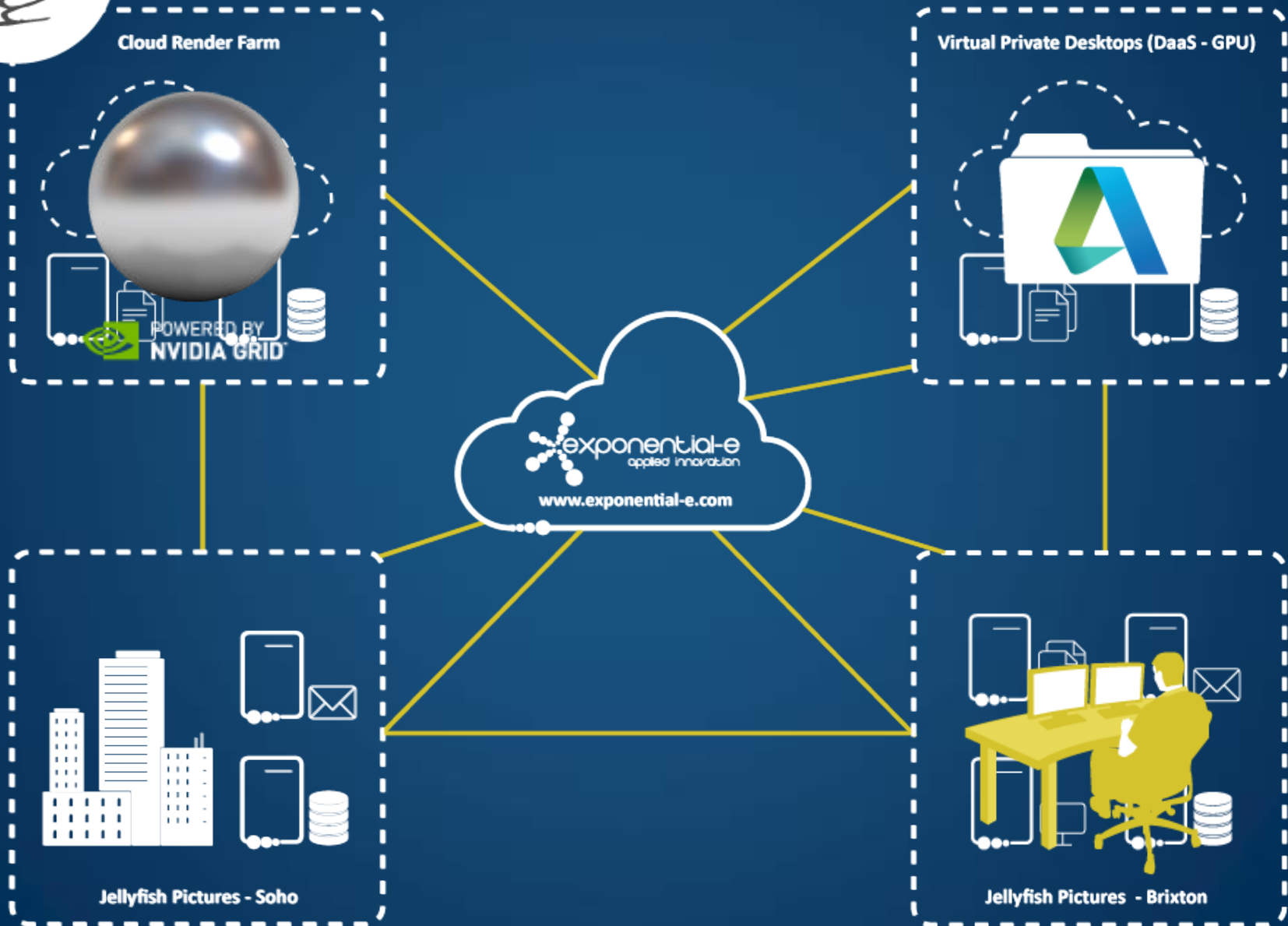


# JellyFish Pictures Solution





# JellyFish Pictures Solution



*"We now have the **flexibility to scale our resources on demand**, no longer making **fundamentally changed the way we work**. investments in hardware that we might not use.*

*In addition, since we have **significantly reduced** rendering can take weeks to complete, especially **the turnaround time** needed for shots and if the shot has had to go through a number of sequences, this means that we are able to make quicker production changes asked for by the Director. We can now focus on strengthening the relationship between our artists and the studios down to **near real-time** completion.*

*Jeremy Smith* *the projects."*

CTO, Jellyfish Pictures.

**Jeremy Smith**

CTO, Jellyfish Pictures.

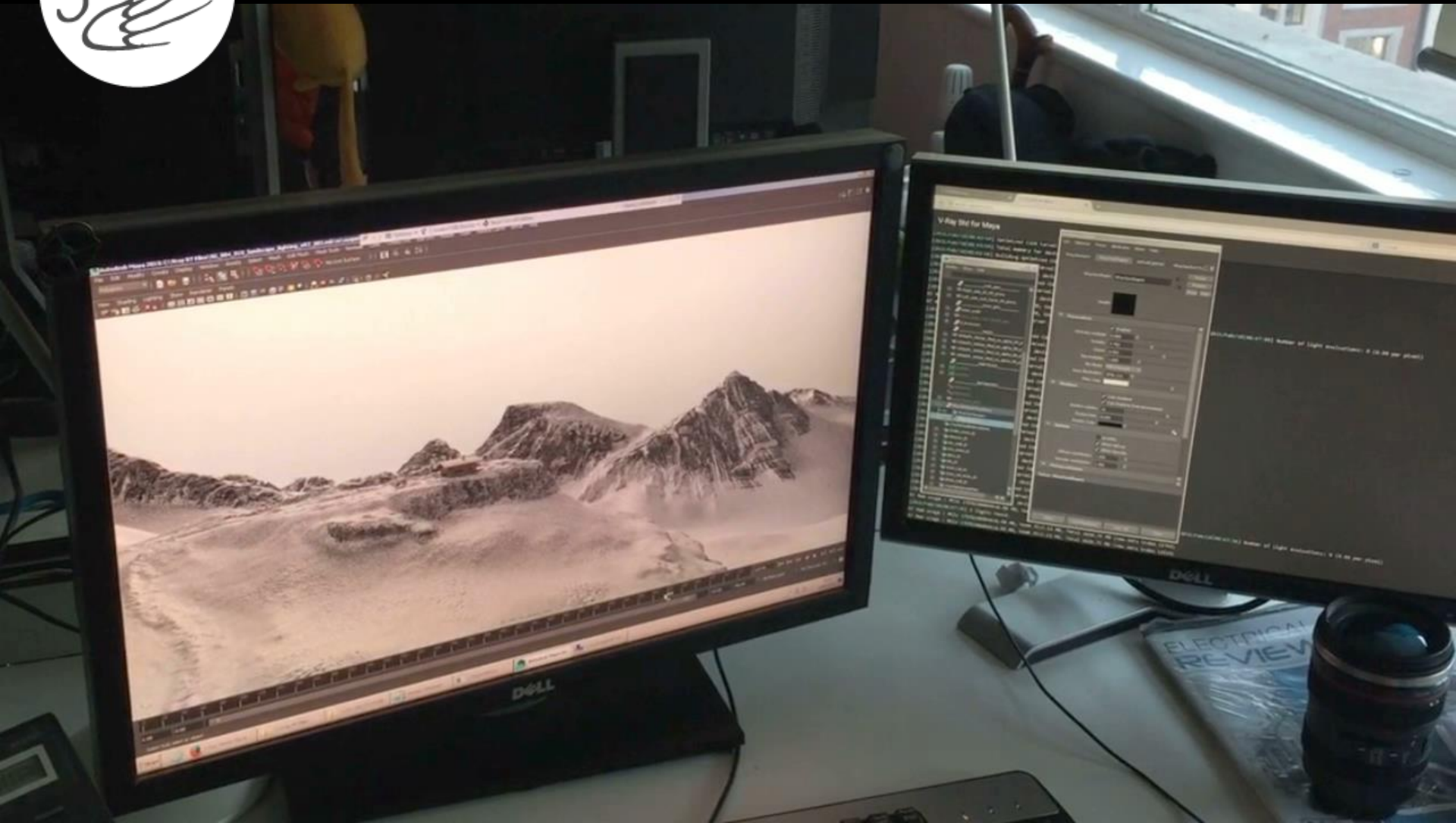


SHINE PICTURES



FACTORY







# Strategic Development Partnerships



*Enterprise-class Hardware, Cutting-edge Virtualisation Technology,  
Combined with Award Winning Network*




**PROTECTION LAYER** ④

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**Hexis HawkEye G** Threat Internet  
Context-aware Anti-Malware and Internal  
Threat Security. *Fortinet.*

Layer of Prote



- 
- GPU on demand.
  - Direct plugins for GPU render.
  - Render as a local extension service.
  - Security Data share.
  - MPAA endorsement.



**Barry Daniels**

Strategic Alliances - Exponential-e

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