

IMAGICA Lab.

Company name

IMAGICA Lab.

Website<https://www.imagicalab.co.jp/>**Industry**

Media industry

Scope of business

Imagica Lab. is a full service post-production company for movies, TV and other video formats. In addition to providing typical post-production services such as filming, photography and VFX they also provide a suite of distribution services. These include promotion, PR, planning and advertisement.

Customer needs

- High-bandwidth, dedicated access to AWS
- Low-latency network to process large volumes of video data
- Short delivery time
- Excellent price-to-performance

**IMAGICA**

Takaaki Kudo
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Technology Administration
Department
IMAGICA Lab.

“By using Colt on Demand alongside AWS we’re able to efficiently manage unexpected peaks in data transfer, thanks to the flexibility afforded by the two services. This also enables us to reduce our costs long term by scaling back our bandwidth when we don’t need it.”

Solution

IMAGICA Lab. were the first customers in Japan to choose Colt On Demand Services in order to efficiently upload large video data to the cloud.

| Customer’s challenge

Since its founding in 1935, IMAGICA Lab. has supported the entertainment industry as the largest post production company in Japan. “We use state of the art video technology to provide video production services that create, deliver and leave every image rich in quality.” IMAGICA Lab. is also active outside of Japan exporting, dubbing and subtitling Japanese film and TV in collaboration with SDI Media Inc.

The company deals with in excess of 10 terabytes of video data every week which needs to be uploaded to AWS quickly and stably.

Therefore, IMAGICA Lab. introduced Colt’s high bandwidth, low latency Direct Cloud Access service (AWS Direct Connect). In choosing Colt Direct Cloud Access it became possible for IMAGICA Lab. to perform video conversion work with higher performance and higher security than before. “Previously we had used on-premises equipment with fixed resources however now with Colt On Demand services and AWS we can freely increase or



decrease our usage. This makes it ideal for sudden data conversion work.

“If the maximum bandwidth is always provisioned across our network in case of an enormous unexpected data processing request; it is going to cost us a lot of money when our network is not in use. It would be ideal if we were able to scale back our bandwidth and thus our costs during periods of less usage” Mr Kudo recalled.

| Why Colt

Colt On Demand was chosen by IMAGICA Lab. in order to better manage their network requirements. Colt On Demand is a dedicated line that boasts high performance, however, using an online portal, network managers are able to change the service’s bandwidth in real-time. The service is perfect for a company that occasionally needs ultra-high bandwidth to meet big irregular data conversion requests.

“Because Colt On Demand enables real-time bandwidth changes via an online portal it allows us to make the best possible use of the ‘pay-as-you-go’ commercial model of the cloud. When we’re using fewer cloud services we can

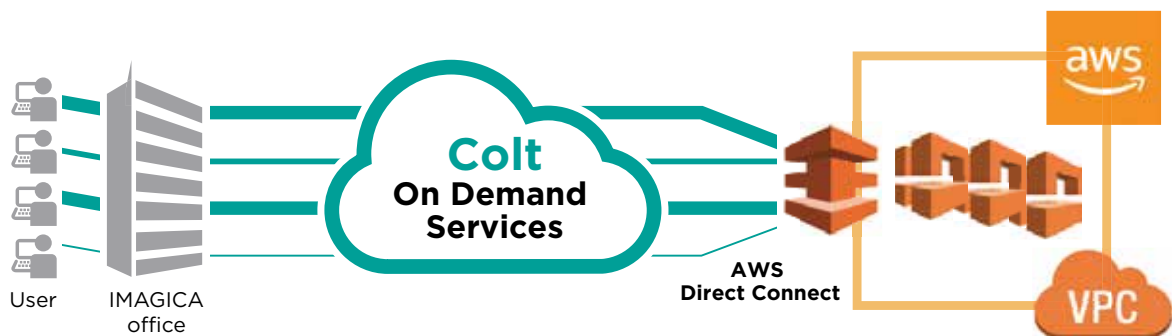


now use less bandwidth enabling us to save even more money. It also allows us to suddenly increase our bandwidth to meet sudden requests” said Mr Kudo.

Furthermore, the service can be automatically configured to increase or decrease bandwidth on certain days and times to further drive efficiencies. IMAGICA Lab., for instance, chose to automatically scale its bandwidth down over the weekend when no work was to be done.

“With the introduction of Colt On Demand, we are able to control our bandwidth to meet our technical and financial targets. It provides a high cost-effectiveness” Mr Kudo explained with satisfaction.

IMAGICA Lab. wanted to move from having a single AWS Virtual Private Cloud (VPC) account to a multi account setup. To enable this Colt On Demand was able to configure their connectivity to meet AWS’s multi-account requirements.



■ Future plans

Content handled by the video production industry will continue to be digitalized with the amount of data being processed also increasing. “We are planning to further increase our flexibility by creating mechanisms that can automatically adjust our bandwidth in according to the size of the file being transferred,” Mr Kudo said. “In order to convert large volumes of video data efficiently and stably whilst responding to digitization trends; we would like Colt to continue to support our IT infrastructure with high tech and high quality services’ Mr Kudo emphasized.



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