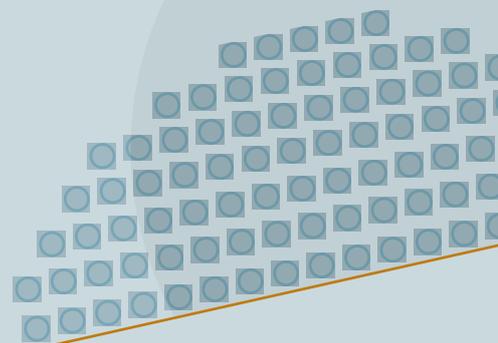# You & IaaS

Taking the lead in harnessing compute power.

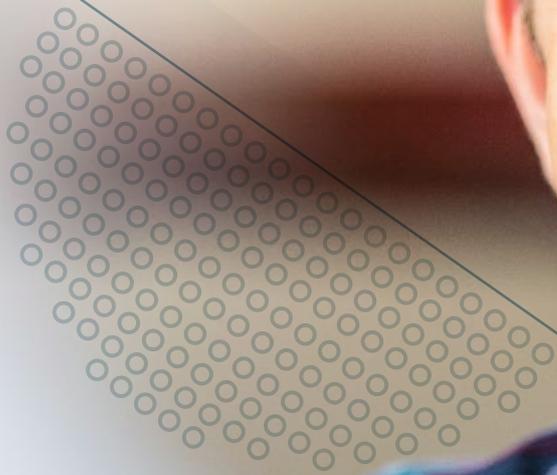YELLOWDOG

ORACLE®

A REVOLUTION
IN 3D RENDERING

YellowDog is a UK-based render services provider. Launched in 2015, it has grown quickly, and already has more than 800 customers in 30 countries.

By utilising Oracle Public Cloud infrastructure and available capacity within other data centres, YellowDog provides customers with limitless compute power. Production and media companies rely on YellowDog for complex renderings and large batch processing at super-fast speeds.

MEETING TIGHT DEADLINES AND EVEN TIGHTER BUDGETS

Gareth Williams, Founder and Chief Executive Officer

YellowDog Founder and CEO, Gareth Williams, believes that, while there's enough compute power in the world, there's definitely an imbalance between supply and demand. But by utilising Oracle Infrastructure as a Service (IaaS), YellowDog offers a unique set of services that helps address this issue.

"Rendering is typically the last step of the production process. Margins and deadlines are always tight, so it's critical we complete renders quickly and successfully. Thanks to Oracle IaaS, our render platform can access the necessary compute power when we need it to, so it can handle large jobs on time—that's why customers come to us.

Our unique YellowDog technology platform makes it easier for organisations to access the compute power of the public cloud. We can easily harness underutilised compute, combine and secure it, and make it available to customers to undertake compute-intensive projects—often in just hours instead of days or even weeks.

No one does what we do, and with Oracle's ongoing help and support,

> "Thanks to Oracle IaaS, our render platform can access the necessary compute power when we need it to."

we expect to continue helping new and existing customers meet tough deadlines and tight budgets."

BUILDING A REPUTATION, GROWING A BUSINESS

Simon Ponsford, Chief Technical Officer

Chief Technical Officer, Simon Ponsford, and his team of YellowDog developers created a platform for easily harnessing public cloud compute power. By enabling customers to access limitless amounts of compute power, batch processing applications can now be completed more quickly.

"Although our rendering platform was originally designed to work with any cloud provider, we love to use Oracle Bare Metal Cloud for CGI rendering.

We had been working with other cloud providers, but wanted to see what Oracle had to offer. During a meeting with Oracle's technology team, they got us up and running in the Oracle Public Cloud in around two hours—something that typically takes other cloud providers a couple of weeks.

> "Since we began using Oracle IaaS, we've seen 100 percent reliability within our live environment."

They created our account, loaded the rendering software, and we quickly had a live customer job running as a proof of concept in Oracle's data centre. The wow moment came when we benchmarked Oracle's Bare Metal Cloud against other providers and saw incredible performance gains. We can now process workloads between 2 and 9.8 times faster, meaning renders can take a fraction of the time, dependent on the job, and render engine we use.

We've also launched a new product called Naked YellowDog, which fits very well with Oracle Bare Metal servers as it allows customers full access to raw processing performance. This allows customers' servers to talk to servers within our data centre. This new capability lets us engage with larger studios—many of which are now becoming regular customers.

Since we began using Oracle IaaS, we've seen 100 percent reliability within our live environment. It's this predictable, repeatable performance that's helping build our reputation and grow our business."

SHARING IDEAS, SECURING DATA, IMPROVING TECHNOLOGIES

Tom Rockhill, Chief Commercial Officer

As well as developing new business opportunities, Chief Commercial Officer, Tom Rockhill spends a lot of time managing client expectations to build on YellowDog's reputation for quality and security.

"We process large amounts of data for our customers that's incredibly sensitive, and they all have concerns over security. When we're working on ads and animation projects, we need to make sure nothing is leaked. And when we're rendering for big screen releases, we're working with data that must not be infringed or even stolen.

> "The Oracle name carries a lot of weight, and it shows customers that we're serious about protecting their intellectual property."

The security protocols in Oracle IaaS are really robust and simple to configure. With such a secure infrastructure behind us, our customers are confident their data is not at risk. The Oracle name carries a lot of weight, and it shows customers that we're serious about protecting their intellectual property.

The Oracle engineering team has really looked after us, sharing ideas with our technical guys, collaborating, and using leading-edge technology to help us deliver some big evaluations with large organisations. As a result, both of our products have improved over time.

We're now showing large organisations what we can do, and having conversations with CTOs across numerous sectors. Attending Oracle OpenWorld has been amazing, and given us global exposure—something that would have been far harder to achieve on our own."

Find out how You & IaaS can help you transform your business and bring your ambitions to life in the cloud.

Visit our resource centre >