





Case Study

Avid Technology

The Challenge

Avid Technology were in the process of moving to a new site after deciding to vacate their Pinewood Studios base, and in the process planned to consolidate their IT Equipment and Customer Care Lab. Working to an extremely tight deadline, they needed a solutions partner capable of working out a strategy and delivering the complex project. What would usually be a three to four month project, had to be completed in just six weeks.

In this project, there was a requirement to audit all existing lab equipment, design the solution for the new site, dispose of redundant IT and lab assets and build the new deployment within Digital Realty's West Drayton data centre.

The new site was to be smaller than their existing footprint, in terms of both data centre and office space, meaning that any new solution had to be tailored to the new location. In addition, there was the further challenge of completing the project during the COVID-19 pandemic, adding another layer of challenges. In a project of this size, there were dozens of stakeholders, all of which needed to be involved in a collaborative approach.

Kinetic IT solution

This was a complicated project that needed a specialist partner and constant communication to ensure all stakeholders had their requirements met. Kinetic IT won the tender and set to work immediately, rapidly performing the full audit, migration plan and patching schedule.

The solution was to be made up of two specific areas, both located within the same third-party data centre. The first was a 300 sq.ft. office area containing the studio interface and audio engineering element of the laboratory. Additionally, there was a new data centre deployment made up of just twelve high density racks, consolidating the equipment from 28 racks previously.

A complex and detailed audit of the original site was carried out to establish the existing IT equipment and associated forms of cabling connectivity. This all needed to be considered for the new location's design, to be produced, consulted on and signed off in a little under two weeks. Kinetic IT put a strategy in place and carried out a full physical infrastructure deployment incorporating bespoke equipment racks, cabling containment and unique cabling management systems to accommodate the design.

A precisely executed physical migration was carried out from the Pinewood Studios facility to the new data centre & laboratories, in the process also carrying out a complete IT asset disposal of all redundant equipment from the previous site. With the incredibly complex containment system designed and built, it was then crucial to maintain both the aesthetics and functionality to aid the engineers and experts working within the laboratory. A key requirement of the project was to allow for maximum efficiency in linking the associated networks and systems, so it was vital that the stringent patching and connectivity schedules were kept to, as designed and carried out by the Kinetic IT team.

As part of the full turnkey solution, Kinetic IT designed, sourced and installed the entire office lab space, from the lighting and furniture, to the carpets and blinds. This was again adhering to the brief of an aesthetically pleasing and efficient working environment.

Why Kinetic IT

Kinetic IT already have a wealth of experience working with businesses in the broadcast and media sector, helping our team to understand the unique requirements of Avid Technology. This experience allowed the Kinetic IT team to design and build the perfect solution within an incredibly short period of time.

The whole team was extremely supportive, detail oriented, focused, patient and collaborative and although the time, budget and resources on our end were limited, they did extraordinary work to support us and get us to the finish line on time...and with a smile!

Karen Powell-Evans, Global Workplace Project Manager, Avid Technology