

## Brown Bag Films

# Award Winning Production Studio Reduces Costs and Eliminates IT Administration Headaches through Accellion Secure File Transfer

Leading Animation Studio Sends Productions Around the World Quickly and Easily

### Background

Established in 1994, Brown Bag Films is an animation studio producing high quality children's television programs and television commercials for international markets.

Located in the heart of Dublin, Ireland's city centre, in historical Smithfield Square, Brown Bag Films employs more than 50 talented animators, directors, designers and production staff working in a state of the art studio which incorporates the highest specification picture and audio post production facilities. Brown Bag Films have picked up numerous awards over the years and in 2002 was nominated for an Academy Award for their short film 'Give Up Yer Aul Sins'.

Brown Bag Films has a busy TV Commercials Division whose commercials have picked up a number of prizes including International Advertising Shark Awards. Recent commercial work for clients includes Coca Cola, The National Lottery, SKYNews, Postbank, Vodafone, Aer Lingus, Danone, GlaxoSmithKline, Guinness and many others.

The success of Brown Bag Films depends in significant part on the company's ability to develop and distribute their animated productions in a timely manner. The Company has a global presence, including studios in Dublin, and Toronto, Canada. Brown Bag's products are developed using a combination of its internal

resources and external resources acting under contract with the Company. To keep to production schedules and create new animated features and commercials the production teams collaborate daily with each other and with outside contractors in Korea, UK and the US.

### Challenges

With animation files needing to be transferred on a daily and weekly basis, Brown Bag found it was struggling to keep pace with new product releases because of the difficulty in quickly collaborating on production creation as well as distribution to broadcast vehicles and ad agency clients.

Initially the Company was sending episodes of a series to contracted studios on USB hard drives rotating on a weekly basis, with approximately 20-50 GB sent monthly. There was constant worry that things may be delayed or missing. Confidentiality and security were important as well to protect the proprietary nature of the digital assets.

Another major issue was that the administration was constantly being overburdened as files needed to be offloaded manually to make room on the servers. Besides the exorbitant expense and time, the pace of production collaboration and distribution demanded a different solution.

### Solution

Brown Bag first looked to Secure File Transfer Protocol (SFTP) as a file transfer process. Unfortunately, with SFTP the upload and download process could take hours and did not provide the necessary security processes. Also frequent interruptions in the connection de-

### BENEFITS

- Global collaboration is accomplished quickly and easily
- Digital assets are securely sent with confidence
- IT administration time and support requirements are significantly reduced

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**Darren Hyland**  
IT Administrator,  
Brown Bag Films

### SPECIFICATIONS

Brown Bag Films	
Deployed since	Oct 2007
# of Appliances	1
Location of Appliances	Dublin, Ireland
# of Internal and External Users	500 Internal Unlimited External
LDAP/AD directory integration	Yes
Email Integration	No
Custom web Interface	Yes

manded the need to monitor the process from beginning to end.

In the search for a better solution, Brown Bag discovered Accellion's Secure File Transfer appliance, which solves the problem of quickly and securely globally transferring files without increasing IT maintenance or overloading the email network.

"Any delay causes huge pressure. Automatically scheduling and tracking downloads were a big part of why we chose Accellion," says Darren Hyland, Brown Bag Films' IT Administrator. "It took the pressure off the IT Department and freed up our administration."

Other factors were reducing cost and making certain files sent securely. Files can be sent ad hoc and new user accounts set up without any intervention from the IT department. The solution can be used by authorized external guest users including production teams and other vendors or ad agency clients. The lifecycle management of files is automated, so there is no need to manually remove files that have been on the server for a while. And the security features allow Hyland to know his digital assets are protected.

Comments Hyland, "With Accellion, our security requirements are satisfied. Our contracts with our outside production teams, ad agencies and distributors specify that files are encrypted. With Accellion, the built-in encryption has made things that much easier."

This significantly reduced file exchange turn-around time has enabled Brown Bag to know that their hard work will be sent securely, quickly and easily around the world. The company can now deliver their award-winning animation products to delight audiences in the most timely way possible.



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