Avocent® Success Story: FotoKem
Enhancing Post-Production Operations and Service

With five locations in the in the greater Los Angeles area and offices in New York and New Orleans, FotoKem's full-service post-production facilities have become the premiere resource for the worldwide creative community. FotoKem offers a broad spectrum of services, including file-based workflows, 3D digital intermediates, digital cinema packages, mobile dailies, global data delivery, film and video finishing, audio mixing and mastering, visual effects, restoration and production rentals. As it serves the creative vision of its customers, FotoKem provides unmatched expertise, high-end solutions and innovative technologies. To enable its customers to optimize the usage of those high-end solutions and innovative technologies, FotoKem takes advantage of the Avocent® HMX High Performance KVM.

Simplifies IT and Saves Time

As the industry evolves to more of a data-centric model, post-production facilities like FotoKem have had an expanding need to take advantage of extension solutions for computer keyboards, mice, and monitors. Early on, FotoKem used a variety of peripheral extenders from different manufacturers, but it found that using a broad mix of offerings often did not achieve the desired results.

> **"The Avocent HMX High Performance KVM system has been a great investment for FotoKem. It lets us stop messing around with so many different individual solutions for extending keyboards, monitors and mice and unify them under one system with bulletproof appliances and the best reliability of all the different solutions out there."**
> – Shawn Leonard, Video Engineering Supervisor, FotoKem

"We weren't really happy using so many different vendors and brands," says Shawn Leonard, video engineering supervisor for FotoKem. "The Avocent HMX High Performance KVM has enabled us to unify our environment under a single vendor with a single solution that addresses all of our peripheral extension needs. It has simplified installation and maintenance while giving us greater reliability and flexibility to serve our customers."

In terms of simplification, the Avocent HMX High Performance KVM lets FotoKem perform remote maintenance and system upgrades on any workstation, at any of its facilities, from any location. That simplification ends up saving the company about 20 hours per month. "I can sit at my desk in Burbank and log into the Avocent HMX Manager to easily upgrade a whole group of equipment at our Hollywood site," Leonard says. "I don't have to physically touch the equipment. I don't have to travel. That's a big time savings for our team and the company as a whole."

Company
FotoKem

Location
Burbank, CA

Type of Business
Video pre-production, production, post-production

Business Needs
Simplify IT maintenance and optimize usage of equipment and real estate

Solution
Avocent HMX High Performance KVM system

Business Benefits
- Simplifies IT maintenance and installation by unifying post-production resources under a single high performance KVM over IP extender system
- Saves 20 hours per month in IT maintenance through its remote management capabilities
- Increases uptime, lowers administration costs and enhances customer service through proven reliability in providing access to post-production workstations
- Maximizes facilities' working area by facilitating the creation of multifunction workspaces and bays with its ability to access multiple workstation types from a single monitor, mouse and keyboard
- Optimizes usage and investment in high-end equipment by enabling them to be shared between multiple facilities
- Enables immediate response to customers' requests and eliminates 200 to 300 hours per year in moving cable from one room to another during the prior setup

Ensures Uptime and Customer Satisfaction

The reliable nature of the Avocent® HMX High Performance KVM has also been a major plus for FotoKem in further simplifying maintenance as well as enhancing the business' bottom line. "With the Avocent HMX High Performance KVM system, there has definitely been improvement in reliability compared to the other extenders we've used," Leonard says. "The Avocent appliances never fail."

In a business where a positive customer perception is critical, the reliability inherent to the Avocent HMX High Performance KVM system equates into increased uptime, cost savings and overall better customer service. "A lot of our customers' projects are on tight deadlines," Leonard says. "When a client shows up needing to get work done or a project completed, we don't want to lose business or have to reschedule them due to downtime. The reliability in Avocent appliances enables us to avoid downtime, so we can keep our customers happy, save on maintenance costs and increase our business opportunities."

Maximizes Facility Workspaces and Resource Investments

The Avocent HMX High Performance KVM system also enables FotoKem to optimize the usage and accessibility of its high-end post-production equipment. As a digital over IP extender, the Avocent HMX High Performance KVM solution lets FotoKem operators share and access multiple workstations from a single display, whether they're across the hall or across town.

"The Avocent HMX Manager gives us the flexibility to make everything routable," Leonard says. "The monitor, mouse and keyboard aren't tied to a single system. Operators can switch among multiple workstations. As a result, we no longer have to dedicate rooms to a specific function. We now have multifunction rooms, which gives us the flexibility to better maximize our real estate."

The Avocent HMX High Performance KVM also allows FotoKem to reduce the clutter on its countertops. It no longer must have six to eight monitors and keyboards taking up space just so it can connect to all the different workstations that its operators or clients might need in a bay. It just needs one display, one keyboard and one mouse, allowing it to present a much cleaner and productive work environment for its customers.

The ability to offer multiple services and capabilities from any room in its facilities also allows FotoKem to accommodate more easily client requests. "In the past, certain client requests would require us to spend a week and a half pulling up 115 feet of cable and dragging it to another room," Leonard says. "With Avocent solutions, we no longer have to pull up cable. At the drop of a hat, we can give clients access to the resources they need. For the client, that means no more waiting. For us, it saves 200 to 300 hours per year that we no longer have to spend dragging cable."

That sharing of resources not only applies within a facility but also extends to FotoKem's other facilities. Some of its high-end equipment is quite expensive. Prior to using Avocent solutions, it had to choose between buying such expensive equipment for all of its different facilities and limiting its use to a single location. Now, if it only wants to invest in one unit, it can deploy it at its Hollywood facility and share it with its Burbank facility 10 miles away.

Enhances Productivity, Client Service and Cost Savings

FotoKem's Leonard indicates that other post-production providers might initially be a little nervous about running all their workstation connections through a single matrix system. But for FotoKem, unifying its environment with the Avocent HMX High Performance KVM system has made a huge difference in enhancing its ability to be more productive, cater to customer needs and recognize greater cost efficiencies.

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