

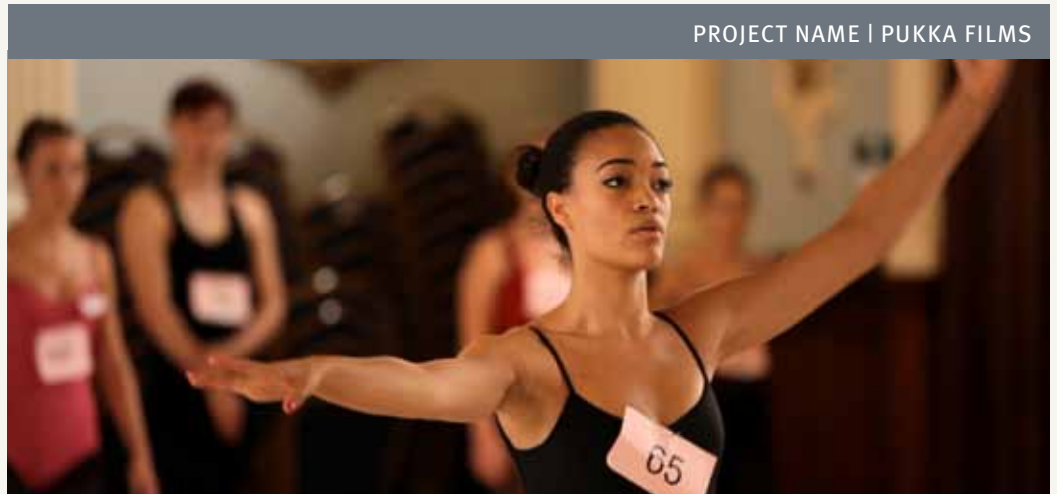


About us...

Square offers the help, advice and expertise you need to focus on your clients. Whether you are just starting out or an established player in your sector, we have the solutions, staff and support you need for success. Square can supply, install and support Final Cut editing systems, hardware and software. Let our experienced account managers provide you with the best possible solutions tailored to your requirements. We can meet you at your convenience, discuss your requirements and swiftly propose a solution to suit your budget. In addition to supplying Apple equipment, we pride ourselves on offering fantastic impartial advice on 3rd party peripherals, software, storage and networking. Providing you with the whole package. After assessing your technology requirements, often with an on-site visit to your premises, we'll provide on-site deployment, best practice and integration services. Working alongside your own staff, we can make sure you are utilising a stable and realistic solution.

Square solutions

Too small to warrant a fully-blown IT solution to networked Final Cut for an answer that wouldn't break the bank. Katis describes how



PROJECT NAME | PUKKA FILMS

Like many small production companies Pukka Films sits in an awkward market position regarding technology upgrades. The digital communications specialist is too small to warrant a fully-blown, high specification IT solution, but too big and specialised to meet its needs with a visit to the Apple Store.

As Paul Katis, creative director at the corporate communications producer, explains, the company started out with stand alone Mac Pros running Final Cut Pro and bought new machines each time it needed more capacity. "It was a hideous way to manage our workflow, with chunks of projects in different places, we were constantly plugging and unplugging drives, which created a whole series of technical problems. It was clear that we needed to rethink our technological set up. The issue was

how to expand our system, which comprised two Final Cut Pro edits plus and ingest station, and make us networked and more flexible without spending a fortune. We are not a facility so we can't justify a huge spend, but we wanted some of the flexibility and support which a larger editing organisation would expect."

The answer was Apple Premium Reseller Square Group, which came up with a system which provided an effective answer to Pukka Film's needs.

The simplest solution would have been to suggest that Pukka run its operation around Xsan shared storage, but as Katis points out, 'Xsan is a Rolls Royce solution and we are a little Audi'. Square Group's Vince Pittman recalls: "There wasn't a budget for Xsan so we came up with a simpler, easier to manage and more cost effective solution built around Small Tree's fast Ethernet and Final Cut Server, directly connecting up

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Paul Katis
Pukka Films

some of the things we sell...



TELESTREAM

at the right price

Pro editing, Pukka Films boss Paul Katis went to Square Group the Apple Premium Reseller came up with the right answer

PROJECT NAME | PUKKA FILMS



the Mac Pros so they now all have dedicated Gigabit bandwidth." He adds: "On top of that we installed Final Cut Server which provided the ability to work on bigger projects, managing the workflow from the layer above." Video editors using the Small Tree with Final Cut no longer have to transfer files between machines to open them. They can open them from the shared storage server in Final Cut.

Pittman continues: "We try to look at the problem in hand and not overspecify equipment. With Pukka Films, Square Group worked hard to find the right kit at the right specification to achieve its needs and come in on budget."

"We are not more expensive than Apple and we make sure that we deliver systems properly with a level of support afterwards. One thing we are particularly proud of is our large, well-trained service team."

For Katis the beauty of Square Group's solution was that it fitted in with the company's existing infrastructure which kept costs down. "We were able to just replug our CAT5E network to get the dedicated Ethernet feed from Small Tree."

Kitted out with 32TB of active RAID storage, Pukka's workflow is to originate material on Canon 5D and ingest into Final Cut with rushes immediately backed up onto LTO for archive. Files are then converted to ProRes before being edited and mastered. Says Katis: "Square Group offers solutions rather than supplies kit. The company understands our business and the way we work. Often what you get from resellers is technicians who ask 'why are you doing it like that'. We really don't need people to question our workflow. We need them to come up with answers to the way we do work."

“ Square Group offers solutions rather than supplies kit. It understands our business

Paul Katis
Pukka Films



Key people...



SHITEN PATEL
Sales Director
20 years
experience in the

Mac market, now an enterprise specialist. The industry is now more exciting than ever!



VINCE PITTMAN
Director
Previously
bought and

implemented a number of high end systems for advertising agencies, now leveraging from that experience to deliver solutions for Square's customers.



MIKE GEORGE
Senior Account
Manager
Storage, backup

and archive specialist. Can recommend an ideal solution for your company, irrespective of your industry or size.



EMMANUEL GOMEZ VERRARDO
System Administrator

I like the satisfaction I get from providing excellent, workable solutions for outstanding, creative companies.

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