

beloFX: Creating world's biggest movies visuals, with agile infra

DoiT helped beloFX build a scalable, cost-efficient cloud infrastructure using Google Cloud. They provided technical guidance on Google Kubernetes Engine (GKE), secured discounts and credits, and offered insights on cloud spending and security setup.

The challenge

beloFX required a cloud-native infrastructure to manage the extensive data generated by visual effects projects like simulating underwater explosions. It needed low latency for high performance and faced challenges predicting and managing compute costs. Additionally, they sought a partner to offer technical expertise, cost management, and flexibility without sacrificing their control and autonomy.

The solution

DoiT assisted beloFX in configuring GKE for scalable, cost-efficient compute power. They leveraged their relationship with Google Cloud to secure significant discounts and access to NVIDIA GPUs. DoiT's Cloud Navigator provided insights into spending, revealing cost drivers, while their engineers helped set up secure, role-based access permissions, ensuring performance and adaptability.

The result

beloFX has a flexible, cost-efficient cloud infrastructure, enabling rapid project scaling and high-quality performance. With DoiT's support, they secured significant cost savings, gained access to advanced NVIDIA GPUs, and maintained a secure, adaptable environment. This setup allowed beloFX to handle client demands efficiently, win more business, and position themselves for future growth.

“We now have the robust, agile infrastructure to support big projects, confident that we can easily scale up our resources to meet any last-minute client demands.”

Graham Jack, Co-Founder and CTO at beloFX



About beloFX

beloFX is a next-gen visual effects and technology company providing high-end digital production services to the world's biggest movie studios, streamers, and broadcasters. Founded in 2021, and based in Canada, the UK, and India, beloFX is built entirely in the cloud, giving it the agility to respond quickly to the needs of its global client base.

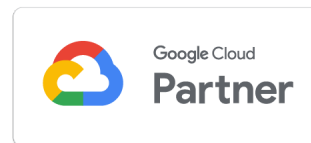
Vertical/horizontal solution: Media & Entertainment

Primary project location: United Kingdom



About DoiT International Ltd

DoiT provides intelligent software and multicloud expertise, working alongside more than 3,000 customers in 70+ countries to save them time and money.



Products

Google Cloud Platform