



KEY CODE MEDIA EMPOWERS EDITING SUITES WITH ZCENTRAL SEAMLESS REMOTE ACCESS

With HP partner Versatile Distribution Services (VDS), the audiovisual and media systems integrator was able to offer its clients the ability to work from any location, tapping into resources available at their facilities.



KEY CODE MEDIA

Key Code Media is a media, entertainment and broadcast systems integrator and equipment reseller. With 100 employees, the company provides cost-effective digital audio and video solutions, integrating post-production, broadcast and audiovisual equipment and products. Even before the COVID-19 pandemic hit, the media and entertainment industry was in the process of learning about HP ZCentral Remote Boost's capabilities and

understanding its power. The coronavirus outbreak provided an added impetus for the industry to not only work remotely but also to find a solution to manage connections and compute power. Through HP partner VDS, Key Code Media was able to meet its clients' needs quickly and effectively by getting both ZCentral Remote Boost enabled for employees to work remotely and ZCentral Connect to manage the access to the workstations.



INDUSTRY:

Media and Entertainment



OBJECTIVE:

To enable video editors to remotely access tools, transitioning the media and entertainment industry to a new way of working



APPROACH:

Deploy HP ZCentral Remote Boost and HP ZCentral Connect, based on client needs, to ensure uninterrupted workflow and business continuity

A successful collaboration

Key Code Media, a media, entertainment and broadcast systems integrator and equipment reseller, has been an HP authorized reseller since its inception.

“We’re big believers in the HP workflow for production and postproduction,” says Jeff Sengpiehl, Chief Technologist at Key Code Media.

“We install and support HP workstations and ZCentral solutions for creative editing teams looking to collaborate onsite or remotely.”

While some resellers focus only on Apple products, Key Code Media evaluates what is best for the customer’s overall collaboration, workflow, and budget. Over the last year, Key Code Media has seen a big uptick in customers transitioning to Windows-based HP systems for creative editorial.

“We have high levels of competency expectations for both configuration deployment and long-term support for our clients. With recent demand for remote-access video editing solutions, HP ZCentral has been a major catalyst for customers transitioning from Mac to HP,” Sengpiehl says.

Enter distributor: VDS, one of a handful of HP OEMI partners. In alignment with Key Code Media, VDS helps engineer HP solutions, making sure hardware requirements meet the specifications of creative applications for professionals.

“We call ourselves a technical concierge between the ISVs, hardware manufacturers like HP, and the value-added resellers like Key Code Media,” explains Amy Wade, Vice President at VDS.

When Key Code Media has a request for VDS, they get a tested and qualified HP solution for its end-user client.

“We take a lot of that work off the shoulders of resellers like Key Code Media,” Wade says. “This way, they can concentrate on their end-users’ needs and setting up and installing their workflows. And they know they can get all the hardware in a turnkey fashion from us.”

Seeing value early on

VDS saw promise in HP ZCentral Remote Boost—which can remotely connect a tablet or a laptop to a powerful workstation in a satellite office—two

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Mike Cavanagh, President, Key Code Media



“HP SEES US AS A VALUABLE RESOURCE FOR THE M&E INDUSTRY AND WE SEE THEM AS A VALUABLE RESOURCE IN OUR SUCCESS. IT IS A TRUE COLLABORATION ON ALL LEVELS.”

Amy Wade, Vice President, VDS



IT MATTERS:

Use HP ZCentral Remote Boost to access high-powered machines remotely

Set up HP ZCentral Connect to easily manage remote connections and compute power

BUSINESS MATTERS:

Reduce downtime

Increase productivity and workflow

Manage compute power and connectivity remotely

Introduce a seamless work experience

ABOUT KEY CODE MEDIA

Key Code Media is a preferred resource for audiovisual equipment, installation, and aftermarket support. The company assists with complex projects and equipment procurement for post-production and broadcast sites. With 100 employees, Key Code Media has nine locations and brings more than 30 years of experience to its customers. Visit www.keycodemedia.com

ABOUT VDS

Versatile Distribution Services is a value-add, boutique style distributor, specializing in high performance computing systems, providing complete workflow solutions in support of its ISV and OEM partners, to meet the needs of its reseller channel. Based in Marlboro, Mass., the company is known for its expertise in Media and Entertainment Workflows. Visit www.versatileds.com

years before the COVID-19 pandemic struck. The team worked to inform resellers like Key Code Media about the benefits of ZCentral Remote Boost.

"In the world of editing which we live in as an M&E focus partner, Remote Boost is highly applicable," says Chuck Davidson, Sales Director at VDS. "Editors were spending 12 to 15 hours in an edit suite, and they were getting burned out. So, these were the things we were hearing from our clients: the ability to bring work home and work remotely and still have access to their full edit suite back at the studio was a huge advantage."

VDS promoted the benefits of ZCentral Remote Boost to industry players, gaining some traction. One of the ways they did this was to bring Key Code Media with them on a visit to HP's Research and Development facility in Fort Collins, Colorado. The trip enabled Key Code Media to meet the HP development team behind ZCentral Remote Boost,

learning firsthand how the tool could provide remote access to advanced computing, especially for graphics-intensive work.

"We knew exactly what the product was going to be able to do, and how we were going to be able to leverage that for folks across the country," Sengpiehl says. "And one of the things we also wound up doing was using the software and converting people who were on other platforms to Windows, and then letting them continue working throughout the process."

At VDS, clients eventually began to show interest in ZCentral Remote Boost, but it took the pandemic to put the software offering on the map.

"It took something like this world event and people being forced into this new and unexpected way of working," Davidson says. "In our space, it's almost becoming a standard. We're practically having Remote Boost conversations every week."



**"WHEN YOU HAVE THE MAC COMMUNITY
EMBRACE HP BECAUSE OF REMOTE
BOOST, THAT SPEAKS VOLUMES."**

Chuck Davidson, Sales Director, VDS



CUSTOMER AT A GLANCE



SOFTWARE:

- HP ZCentral Remote Boost
- HP ZCentral Connect



APPLICATION:

Use HP ZCentral Remote Boost and HP ZCentral Connect to offer clients an effective way to access all tools necessary to perform vital editing functions on- or off-premises



“WE'RE BIG BELIEVERS IN THE HP WORKFLOW FOR PRODUCTION AND POSTPRODUCTION. WE INSTALL AND SUPPORT HP WORKSTATIONS AND ZCENTRAL SOLUTIONS FOR CREATIVE EDITING TEAMS LOOKING TO COLLABORATE ONSITE OR REMOTELY.”

Jeff Sengpiehl, Chief Technologist, Key Code Media

Big demand

Key Code Media has set up more than 500 clients with ZCentral Remote Boost. Customers like that it offers business continuity, says Mike Cavanagh, President of Key Code Media.

“Remote Boost has worked well and effectively,” he says. “Once deployed, it’s set-and-forget.”

Sengpiehl recalls doing a technology demonstration remotely when the pandemic lockdown was first being instituted across the country. Key Code Media had set up a workstation in Burbank, California, and Sengpiehl was in Phoenix, Arizona.

“I’m actually recording myself, controlling that machine in Burbank from Phoenix with guest Wi-Fi,” he says. “Basically, we built out the worst-case scenario—an underpowered machine that I’m controlling from guest internet, in someone’s studio miles away—and the technology worked great for us.”

A successful and collaborative relationship with HP has been essential for Key Code Media, as clients seek to do more with creative projects. HP’s technology and knowledge of editorial software platforms are a bonus.

“HP has relationships with all of the software editorial platforms that we sell,” Sengpiehl explains. “Because there’s a wide range of solutions, we can deploy on HP at just about any price point, and any level of technology needed.”

Now, HP ZCentral Connect software, which helps manage connections between remote power users and centralized hardware, has begun to dominate conversations that VDS is having with its partners. VDS works with its clients to understand infrastructure needs, helping them scale for growth.

“In the M&E space specifically, we were in a reactionary mode for how to maintain productivity, in the midst of this pandemic,” Davidson observes. “What you’re seeing in 2021 is a proactive approach to what they now know is becoming almost the norm.”

Remote access is part of the discussion as facilities consider growth. Even Apple users—favored by parts of the media and entertainment sector—are able to connect remotely.

“When you have the Mac community embrace HP because of Remote Boost, that speaks volumes,” Davidson says. “We’ve been able to bring an HP-branded technology to predominantly Mac communities because HP offers a remote access solution that’s affordable.”

Now, large-scale deployments, management of connectivity and simultaneous connectivity have increased interest in ZCentral Connect. Roughly 85 to 90 percent of VDS’ talks with customers center around the possibility of mapping hardware to workflows through ZCentral Connect.

The collaboration with HP enables VDS to meet these customer needs. The reliability of HP hardware coupled with its consistent product support and feedback on new products make it easy and beneficial for VDS to deploy HP solutions, Wade says.

“HP sees us as a valuable resource for the M&E Industry and we see them as a valuable resource in our success,” she says. “It is a true collaboration on all levels.”

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