

CASE STUDY

Bleat Post Production Scaling Creative Capacity with ERA's POLUS Storage Solution

BACKGROUND

Bleat Post Production is a family-owned and operated boutique facility renowned for its world-class delivery across scripted, commercial and documentary projects. The team prides itself on creating a warm, inclusive and collaborative environment for clients combining creative professionalism with the technical precision required for high-end post-production.

Originally focused on audio post, Bleat has expanded into picture post and digital intermediate (DI) services, requiring infrastructure that can support demanding, high-resolution workflows.

CHALLENGES

As Bleat moved deeper into picture post-production, their existing storage infrastructure began to show its limits. Working with 4K media introduced new performance demands; higher read/write speeds, faster data access and greater network bandwidth than their previous setup could provide.

The team needed a scalable, high-performance solution that would enable real-time playback of large image sequences and reduce render bottlenecks, all within a manageable budget.

"We needed to hit a certain threshold of throughput," said Jack Horsfield, Post Production Engineer at Bleat. "Many vendors quoted higher than expected and included features we didn't really need. We were looking for something lightweight, high-performing and cost-effective."

AT A GLANCE

THE CHALLENGES

- Expanding from audio into high-resolution picture post
- Storage performance limits with 4K media
- Render bottlenecks slowing delivery
- Limited network throughput and bandwidth
- Need for scalable, cost-effective infrastructure

THE SOLUTIONS

- 100TB ERA POLUS NVMe storage system
- Seamless integration with existing network
- Real-time 4K playback and faster render performance
- Flexible finance options to stay on budget

THE RESULTS

- Real-time playback of 4K TIFF sequences
- Faster renders and smoother project delivery
- Shared high-speed access across all workstations
- Simplified workflows and improved collaboration
- Reduced costs and energy use
- Future-ready infrastructure

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THE SOLUTION

ERA implemented a POLUS storage system with 100TB of high-performance NVMe storage, fully supported by our engineering and technical team.

The system was chosen for its speed, simplicity, and scalability – perfectly suited to Bleat’s growing picture workflows. ERA’s collaborative approach meant that both sales and engineering worked closely with Bleat to plan the upgrade, ensuring seamless integration with their existing workstations and network.



“The install was incredibly smooth, with our network configured in advance, the POLUS system was virtually plug and play – up and running in half a day. We immediately began transferring materials and accessing high-performance storage across all workstations.”

Jack Horsfield

Post Production Engineer at **Bleat**

THE RESULTS

The upgrade has transformed Bleat’s operational efficiency and creative output:

- **Real-Time Performance** – The team can now playback 4K TIFF sequences directly from storage with no lag.
- **Faster Renders** – Render times have dropped significantly, accelerating delivery to clients.
- **Improved Collaboration** – All workstations now access shared, high-speed storage seamlessly.
- **Operational Simplicity** – No complex software installations. The system mounts directly via SMB with easy management through a web GUI.

Flexible.Fast.Efficient

THE RESULTS CONT...

- **Cost Efficiency** – ERA’s on-demand finance options provided access to enterprise-grade performance within budget.
- **Streamlined Picture Post Workflow** – The new solution has streamlined Bleat’s picture post pipeline, making workflows more efficient and enabling faster, smoother project delivery.

The impact was immediately noticeable: smoother sessions, faster data transfers and happier teams.



“Our team was thrilled. We can now offer 4K finishing and online services confidently, knowing our infrastructure supports it.”

Jack Horsfield

Post Production Engineer at **Bleat**

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FUTURE PROOFING

The POLUS system has not only enabled Bleat to meet current demands but also positioned them for future growth. With scalable infrastructure in place, they can confidently take on higher-end DI projects and expand their client offering without the need for major reinvestment. "We can now offer services we couldn't previously provide", said Jack.

Sustainability has also improved. The system's efficiency has reduced reliance on external data centres, with the team repurposing their old storage for in-house backups, cutting both costs and carbon footprint.



"We're now running faster, more efficiently and more sustainably. The system gives us the confidence to keep growing".

Jack Horsfield

Post Production Engineer at **Bleat**

CONCLUSION

ERA's POLUS solution has empowered Bleat Post Production to evolve from an audio-focused facility into a fully-fledged picture post powerhouse. With 100TB of scalable storage, streamlined workflows and expert support from ERA, Bleat can now deliver high-end projects faster and more efficiently, while future-proofing for continued growth.



"The support and communication with ERA have been second to none, Dominic and Sammy have been incredibly helpful throughout this process always quick to assist with any questions about the setup or troubleshooting - and continue to support us as our business evolves."

"The whole whole process was very easy and collaborative. We were able to get exactly what we needed with no unnecessary additional services or costs".

Jack Horsfield

Post Production Engineer at **Bleat**



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