



Powering Creativity: The Ultimate Media Technology Playbook

*A Comprehensive Guide to Scalable, High-Performance IT Solutions
for the Media & Entertainment Industry*



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technology
for all

Lenovo

Welcome to the Future of Media Technology

The media industry runs on innovation and the right IT infrastructure is critical to keeping that momentum. From 3D rendering and visual effects to content creation and distribution, your technology needs to fuel creativity, maintain efficiency, and scale with demand. At **Focus Group Technologies**, we don't just supply IT infrastructure, we partner with you to make sure it works for your business requirements.

With over 15 years of experience and a trusted partnership with **Lenovo**, we specialise in IT Procurement, delivering high-performance work-stations, servers, storage, and data centre solutions purpose-built for media environments.

Our team understands the pressures of production and the pace of your industry. Whether you're building out AI-driven infrastructure, deploying high-speed storage, or sourcing flexible SaaS options, we make procurement easy and ensure your systems are ready to perform at every stage.

Efficient, scalable, and backed by a team that knows your industry, that is how we help shape the future of media technology.



Phil Jones
Managing Director



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Introduction: Powering the Future of Media


Media production today isn't just creative it's technical, and intensive. File sizes are exploding. Deadlines are shrinking. Teams are working across time zones, formats, and platforms. In this environment, the right IT Infrastructure isn't just support it is a necessity.


Focus Group Technologies delivers the IT infrastructure that keeps up with the pace of modern media. We work with studios, creators, and production houses to solve real operational challenges from speeding up render pipelines to managing petabytes of data, so your team can focus on content, not constraints. Whether you're pushing pixels or pipelines, we build the systems that move at the speed of your ideas.


Why Focus Group Technologies?

With deep industry expertise and a proven track record, **Focus Group Technologies** designs IT infrastructure specifically for media environments. We understand that every workflow is different. What matters is performance, reliability, and the ability to scale fast when production ramps up. That's why we work closely with our customers to design and offer solutions that are built around their business needs. We don't just deliver hardware, we design outcomes. From high-performance Lenovo systems to virtualised production environments and intelligent storage architecture, we combine proven technologies with a deep understanding of how media teams operate. Our team bridges the gap between creative demands and technical execution, we offer infrastructure solutions that perform under pressure, adapts as your business grows, and gives your team the tools to stay ahead of schedule and the competition.

 **Industry Expertise:** We specialise in supporting media companies, from film studios and FX houses to content creators, with IT solutions built for demanding creative workflows.

 **Trusted Partners:** We collaborate with leading technology providers, including Lenovo, Cisco, Proxmox, Microsoft to name a but a few, ensuring access to best-in-class infrastructure solutions.

 **Tailored Solutions:** Our approach is customised to meet the unique demands of media production, optimising performance, scalability, and reliability.

 **End-to-End Service:** From procurement and deployment to ongoing support and lifecycle management, we provide a seamless experience, allowing media companies to focus on what they do best—creating exceptional content.

Our Partnership with Lenovo

Focus Group Technologies has been a trusted Lenovo partner for over 15 years, delivering cutting-edge IT solutions tailored to the media industry. As a certified provider across all Lenovo solutions including workstations, servers, storage, data centers, and cloud we bring unmatched expertise in designing scalable infrastructure that support creative workflows at every level.

Our commitment to excellence was recognised in 2023 when we received the prestigious Lenovo Legend Award, further cementing our position as a leader in delivering high-performance IT solutions. Whether media companies need cost-effective setups or state-of-the-art enterprise infrastructure, we provide tailored solutions to meet their needs.

From Lenovo ThinkStation workstations and ThinkSystem servers to scalable data center solutions, we help media professionals stay ahead of evolving production demands. Our partnership ensures access to future-proof, reliable, and high-performance IT solutions that empower creative innovation.

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Media Capabilities

We have built our media offering around the workflows and bottlenecks that production teams face every day. From rapid rendering to reliable remote collaboration, our technology stack is purpose-built to meet the speed, scale, and complexity of modern media environments.

Below is an overview of our key capabilities, designed to keep your creative teams moving and your infrastructure working as hard as you do:



Lenovo Workstations & Servers

- **Workstations:** **Lenovo ThinkStation** and **ThinkPad P Series** deliver high performance for 3D rendering, video editing, and content creation with powerful processors and professional-grade graphics.
- **Servers:** Scalable, enterprise-grade servers optimised for media production, supporting VMware and Proxmox for advanced virtualisation.



Storage Solutions

- **Lenovo** offers flexible, high-capacity and high-performance storage solutions tailored to media workflows, including options for multi-protocol access, NVMe flash drives, data efficiency features, and both open-source and turn-key solutions.



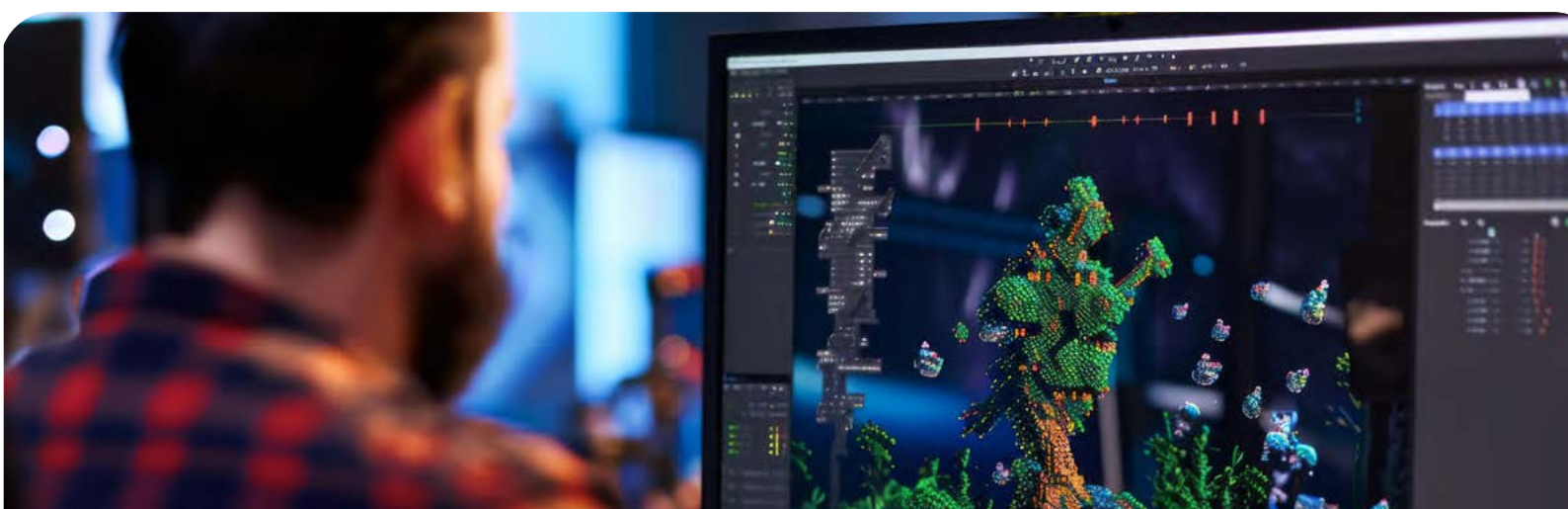
Networking Solutions

- Tailored networking solutions to support seamless media production and distribution. **Focus Group Technologies** offers high-speed, reliable networking products to ensure media companies can manage large file transfers and support real-time collaboration across teams.



Data Centre Solutions

- **Liquid Cooling:** Optimised cooling for high-performance workstations and servers during intensive tasks.
- **Data Center Capabilities & Power Solutions:** Reliable, redundant data center solutions to ensure uninterrupted media production, with scalable power solutions for continuous operation.



Lenovo Workstations

Lenovo offers a range of workstations specifically designed to meet the demanding needs of the media industry. These workstations are engineered to handle intensive tasks such as 2D and 3D animation, compositing, video editing, and creative finishing.



Key Features:

- **High-Performance Processors and Graphics:** Equipped with NVIDIA RTX graphics and Intel® and AMD processors, Lenovo workstations provide the flexibility and power required for complex media workflows.
- **ISV Certification:** These workstations are certified to run industry-standard applications, ensuring compatibility and reliability for media professionals.
- **Scalability and Expandability:** Designed for performance, cooling, storage and expandability, Lenovo workstations can be customised to meet the specific requirements of creative finishing solutions, including applications like Flame and DaVinci Resolve.

Recommended Models for Media Professionals:

- **ThinkStation P Series:** These desktop workstations deliver powerful performance and handle intensive workloads with ease, making them ideal for media and entertainment applications.
- **ThinkPad P Series:** Mobile workstations that offer the same high performance as their desktop counterparts, providing flexibility for professionals on the go.

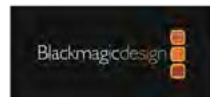
By choosing Lenovo workstations, media companies can enhance their creative capabilities, streamline workflows, and ensure reliable performance for a wide range of media applications.



Workstations Certification

Certifications from Independent Software Vendors (ISVs) ensure your most critical applications will run reliably on your chosen hardware, providing optimal performance and a high-quality user experience.

Lenovo is proud to partner and support the following software vendors on their workstations.







Workstations Configurations

Lenovo's workstation configurations are purpose-built to support the complex and evolving needs of IT Managers in the media, entertainment, and broadcast industry. Whether deployed in post-production studios, live broadcast environments, or high-end VFX pipelines, these systems are engineered to deliver enterprise-grade performance, reliability, and scalability. Featuring both AMD Ryzen™ Threadripper™ PRO and Intel® Xeon® or Core™ Ultra processor options, Lenovo's ThinkStation and ThinkPad P Series workstations are designed to handle parallel workloads, GPU-intensive tasks, and high-resolution content creation with ease.



Configurations allow for up to:

-  96 Cores/192 Threads CPU
-  2TB RAM
-  RTX GPUs including 6000 ADA
-  10Gbps Networking

Some of our Recommended Configurations Include:



Entry Level P8 Workstation

- 12 Core AMD 4.7 (5.3 Boost) Ghz AMD Threadripper Pro 7945WX Processor
- 128 GB RAM
- A4000 ADA GPU
- 1/10 Gbps Networking
- 2TB Boot and Scratch NVMe Drives



High Performance P8 Workstation

- 32 Core AMD 4.0 (5.3 Boost) Ghz AMD Threadripper Pro 7975WX Processor
- 256 GB RAM
- A6000 ADA GPU
- 1/10 Gbps Networking
- 2TB Boot and Scratch NVMe Drives

Render Nodes:

Accelerating Production Workflows

Render nodes are crucial for media companies working with large-scale visual effects, animation, or video rendering. Focus Group Technologies offers powerful render node solutions to accelerate your production processes.



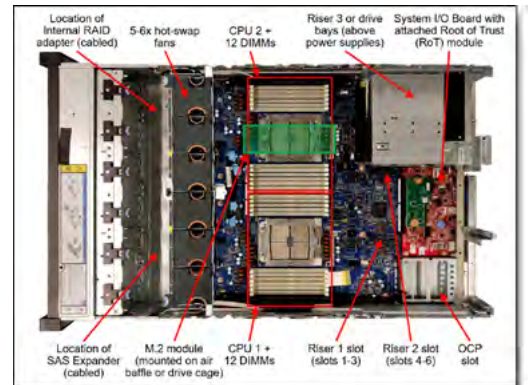
Dedicated Render Nodes

Enable faster rendering of complex visual effects or animations.



Scalability

Add more nodes as your workload grows to maintain high productivity levels without delay.



Lenovo
ThinkSystem

Lenovo's ThinkSystem series offers high-performance render nodes tailored for the media industry, designed to accelerate complex rendering tasks and streamline production workflows. Below is a sample configuration that we have recently deployed.

The Lenovo ThinkSystem SR665 V3 is a 2-socket 2U server that features the 5th Gen AMD EPYC 9005 "Turin" family of processors. With up to 160 cores per processor and support for the new PCIe 5.0 standard for I/O, including the latest GPUs, the SR665 V3 offers the ultimate in two-socket server performance in a 2U form factor.

Specifications up to:

- Up to 192 cores and 384 threads
- 6TB of DDR5 memory
- Eight single-width GPUs or three double-wide GPUs
- 32 or 40 2.5-inch hot-swap drive bays (SAS, SSD or NVMe)

Recommended Configuration:

- SR665 2RU Rack Mount Server
- Dual AMD EPYC 9655 96C 400W 2.6GHz Processor
- 384GB TruDDR5 4800MHz (1Rx8) RDIMM
- Dual 480 GB SSD
- Dual 10gb to 100GB Network Interfaces
- Redundant power supplies
- GPU Capable (SW and DW)



Data Center Solutions

Our aim is to bridge the gap between IT and facilities and to help today's IT manager increase availability, minimise risk and save money in their data centre or server room. We specialise in room design, power protection, cooling and monitoring.

Focus Group Technologies is specialised in solutions to help you protect, monitor and manage your data centre assets, whether you have a few racks and want to increase your availability, or have hundreds of racks that you want to manage

If you don't have space on premises, we can work with some of the largest data center providers in Australia like



NextDC or Equinix to assist you with the best outcome for your infrastructure. If you want complete remote access at your hosted provider, we have a solution that will meet your needs.

Want to run high performance computing but don't have the space or power? We can provide high density solutions all the way up to in-server water cooled solutions like Lenovo's Neptune® Liquid Cooling solutions allowing media companies to achieve higher performance, greater energy efficiency, and better scalability.

Some of the solutions we have done for our customers include:

- ✓ Complete Data Centre Design and Construction
- ✓ Supply of Racks, PDUs and associated equipment
- ✓ UPS power protection installation and upgrades
- ✓ Environmental Monitoring Solutions
- ✓ **CRAC (Computer Room Air Conditioning) installations and upgrades**
 - In-row close coupled cooling
 - Room based cooling
 - Under floor cooling
 - Rack based cooling
 - Lights out remote access
- ✓ Power monitoring and management solutions
- ✓ Energy audits and analyses

Storage Solutions

Whether it is high capacity or extreme performance, we have the storage solutions to suit all types of media workflows. **Lenovo** offers a comprehensive storage portfolio tailored to the media industry, with examples of solutions including:



Multi-Protocol Access to sharded storage

Increase workflow productivity via flexible storage protocols either NAS based (SMB, NFS) or Block (Fibre Channel, SAS or iSCSI).



High-Capacity Dense Storage

With up to 2.1 PB (RAW) of drive storage in 4RU, our solutions allow for low cost and high-capacity storage for archive, backup or tier 2 storage solutions. Multiple systems can be combined for 10's of Petabytes.



High Performance

On the other end of the spectrum, now with NVMe flash drives and up to 400Gb network card interfaces, you can have high bandwidth and high IOPs for low latency and fast handling of media.



Data Efficiency and Protection

Increase your investment with technologies like data compression, deduplication, snapshots and off-site replication for efficiency and also protection.



Open-Source or Turn-key solutions

For those on a budget, our solutions can be based on open-source storage software like TrueNAS Community Edition or a fully certified and supported stack from Lenovo like the DE and DM storage systems.



Local Support with Rapid Response

Lenovo's Premier Support team are based in Australia and can provided 24x7 technical support backed up by 4-hour onsite response for hardware replacements.



Infrastructure Servers

In addition to developing leading-edge high-performance servers for rendering, **Lenovo** also offers a full range of servers for more general infrastructure tasks such as:

- ✓ Directory Servers or Domain Controllers
- ✓ Virtualisation Hosts (VMware, Proxmox and Nutanix)
- ✓ Edge servers for local processing at small sites and branch offices
- ✓ Backup Infrastructure



vmware® **Lenovo** is certified across the full range of VMware offerings including ESX, vSphere and VMware Cloud Foundation.

Lenovo is the only enterprise vendor to test Proxmox on its servers, providing peace of mind of compatibility. In addition, **Focus Group Technologies** is able to provide Proxmox support offerings from the vendor.



NUTANIX

The **Lenovo ThinkAgile HX** Series, pre-integrated with Nutanix software, delivers a seamless hybrid multicloud solution that provides simplicity with flexibility, scalability and security across workloads from edge to cloud.

Lenovo infrastructure servers are fully certified for Microsoft environments, including Windows Server, Hyper-V, and System Center, ensuring seamless integration into Active Directory, file/print services, and virtualisation deployments. This makes Lenovo an ideal choice for IT teams standardising on Microsoft platforms for core infrastructure workloads.



Considerations for the Media Industry

In the media industry, where high-performance computing and storage are paramount, **Lenovo's** infrastructure servers offer:



High-Performance Computing

Capable of handling resource-intensive applications like video editing and rendering.



Data Management

Support for large-scale storage solutions ensures efficient management of extensive media files.



Reliability

Lenovo's computing, storage, and infrastructure servers are built for maximum reliability, making them ideal for the nonstop demands of media, entertainment, and broadcast environments. Ranked the most reliable x86 platform for 11 straight years in the 2024 ITIC Survey, **Lenovo** delivers 99.999% uptime on 92% of systems, minimizing downtime in time-critical production and delivery workflows.

By leveraging Lenovo's infrastructure servers with VMware or Proxmox, organisations can build a robust, scalable, and cost-effective virtualisation environment tailored to their specific needs.



Infrastructure as a Service

Lenovo TruScale

Lenovo's TruScale Infrastructure as a Service (IaaS) offers a transformative approach to IT infrastructure, delivering the flexibility, scalability, and security of public cloud services with the control and performance of on-premises hardware. This model is particularly advantageous for the media industry, where managing large volumes of data and ensuring high-performance computing are critical.



Key Benefits for the Media Industry



Scalability on Demand

Accommodate fluctuating project requirements by seamlessly scaling compute and storage resources without overprovisioning.



Cost Efficiency

The pay-as-you-go model eliminates large upfront capital investments, enabling media businesses to allocate resources toward content creation and production.



High-Performance Computing (HPC)

Optimized for media workloads, including rendering, video editing, and content production, ensuring smooth, high-speed performance.



Data Security & Compliance

On-premises deployment safeguards sensitive media assets, ensuring compliance with industry regulations and data sovereignty requirements.



Simplified IT Management

Lenovo's fully managed service reduces the operational burden on in-house IT teams, allowing them to focus on innovation rather than infrastructure maintenance.

With TruScale, media companies gain the flexibility and efficiency of cloud economics without sacrificing performance, control, or security empowering them to adapt to industry demands with confidence.

Additional Infrastructure



Networking

Network performance and reliability is critical for connectivity and shared workflows. Focus Group Technologies works with the major brands of Network infrastructure to help deliver a comprehensive solution. Our ability to work across the vendor brands allows us to design and implement the right network solution for your environment.



Software

Great hardware requires great software and FGT is placed to provide you with all the components for enterprise grade infrastructure. Just some of the software vendors we can assist with are:






Leasing & Finance Options





In the dynamic and data-intensive media industry, particularly within the mid-market segment, staying ahead of technological advancements is crucial. Lenovo recognises the financial challenges associated with acquiring cutting-edge IT infrastructure and offers tailored leasing and financing solutions to address these needs.

Flexible Financing Solutions

Lenovo collaborates with multiple providers to offer a range of financing options, including:

- 
Instalment Plans: Distribute the cost of Lenovo products over a set period, easing cash flow management.
- 
Lease-to-Own Programs: Lease equipment with the option to purchase at the end of the term, providing flexibility and potential cost savings.
- 
100% Solution Financing: Financing your entire solution including; hardware, software, and services, ensures more predictability in your project planning with fixed, manageable payments.

These financing options offer several advantages:

- 
Access to Advanced Technology: Stay competitive by acquiring the latest Lenovo workstations, servers, and storage solutions without significant upfront investment.
- 
Scalable Solutions: Easily adjust your infrastructure to meet project demands, ensuring optimal performance during peak production periods.
- 
Financial Flexibility: Align payment schedules with revenue cycles, enhancing financial stability and operational efficiency.
- 
Simplified Asset Management: Leasing options can include maintenance and support services, reducing the burden on internal IT resources.





Support Services

Lenovo offer comprehensive support services tailored to meet the diverse needs of businesses. Understanding what is and isn't included in these services is essential for effective IT management.

Lenovo Support Services

Lenovo provides a range of support services designed to optimise the performance and longevity of their products:



Premier Support



Warranty Extensions



24/7, 365 Days a Year



Software Support



Hardware Support



Australia Wide

It's important to note that Lenovo's support services typically cover Lenovo-branded products. Support for third-party software or hardware may not be included. Additionally, services like data recovery or on-site support might require additional fees or specific service agreements. For comprehensive details, refer to Lenovo's official support page.

Comprehensive IT Solutions

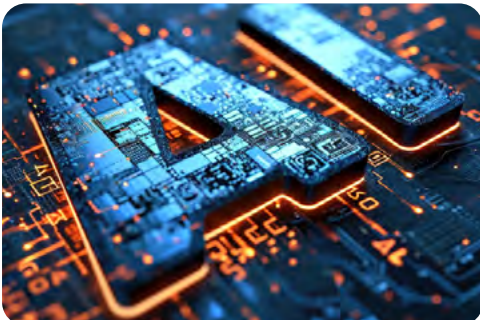
For the Media Industry

At **Focus Group Technologies**, we understand the unique demands of the media industry, from the high-performance computing needs of creative production to the storage and management of massive data files. As your trusted IT solutions partner, we provide a comprehensive suite of services designed to support the entire lifecycle of your IT infrastructure, ensuring that your systems are efficient, secure, and future-proof.



IT Procurement

We simplify IT procurement by sourcing cutting-edge servers, workstations, storage, and networking solutions from industry leaders like Lenovo. Over and above Lenovo, we also offer solutions from Microsoft, CISCO, VMWare, as well as other leading vendors. Our expertise ensures you get the right technology at the best price, optimising both budget and performance.



AI Infrastructure

We provide high-performance AI infrastructure designed for machine learning, content automation, and advanced analytics. Our AI-ready systems support intensive workloads, enhancing media production and innovation.



Modern SaaS Solutions

We offer scalable and secure cloud-based SaaS solutions, including project management tools, creative software, and media-specific applications that integrate seamlessly with existing infrastructure, boosting productivity and collaboration.



IT Infrastructure

From data center builds to high-performance workstations and scalable storage, we deliver end-to-end IT infrastructure solutions tailored for media workflows. Our robust networking and server solutions ensure reliability, security, and scalability.

Additional IT Services



Lifecycle Management

Maximise IT investments with proactive upgrades, maintenance, and asset optimization.



Pre-Deployment Services

Ensure seamless integration with system configuration, testing, and disaster recovery planning.



Consulting Services

Gain expert insights on infrastructure, data management, backup and disaster recovery—alongside security, workflow optimization, and technology adoption.



Renewal & Subscription Management

Stay compliant and up to date with proactive tracking and license management.

Focus Group Technologies provides the expertise and infrastructure needed to power media production, enhance efficiency, and drive innovation, allowing you to focus on what matters most—your content.



Customer Success Stories

Empowering Media Industry Leaders

At Focus Group Technologies, we are proud to have partnered with some of the most respected names in the media industry, delivering tailored IT solutions that drive success and innovation. Our deep understanding of the unique challenges faced by media companies has enabled us to provide the right technology solutions to help our clients meet their goals and exceed expectations.



Binyan Studios

Binyan Studios, a leading animation and visual effects studio, turned to Focus Group Technologies for a scalable, high-performance IT infrastructure solution. Our team provided cutting-edge Lenovo workstations and server solutions, optimized for rendering and animation tasks. With a focus on speed, reliability, and creative collaboration, our solutions empowered Binyan Studios to streamline its workflows, reduce production timelines, and deliver stunning visual effects for major media productions.

View their story here https://youtu.be/Wdk2K_Zezcl

Flying Bark Productions

Flying Bark Productions, an animation powerhouse known for its high-quality productions, sought a trusted IT partner to help manage its increasing data and computing needs. Focus Group Technologies delivered a robust IT infrastructure, featuring Lenovo ThinkSystem servers and storage solutions designed to handle the heavy demands of 3D animation and visual rendering. By implementing a scalable infrastructure with integrated AI capabilities, Flying Bark was able to boost its creative capacity, improve collaboration across teams, and maintain exceptional performance throughout the production cycle.





Fremantle

Fremantle, a global leader in content creation, distribution, and broadcasting, turned to Focus Group Technologies to support its growing IT infrastructure needs. We provided a comprehensive solution, including powerful Lenovo servers, workstations, and storage systems, to help Fremantle streamline content production, storage, and distribution workflows. This ensured minimal downtime and enhanced productivity, empowering Fremantle to maintain its leadership position in the highly competitive media landscape.



Served Chilled

Served Chilled, a creative media agency specialising in video production and content creation, partnered with Focus Group Technologies to optimize its IT environment. Focus Group Technologies provided a tailored solution with Lenovo Workstations, designed to support high-performance video editing and post-production processes. Our team also implemented a backup and storage solution, ensuring that Served Chilled could securely store and access large media files, even when working remotely or with distributed teams. Additionally, we incorporated APC Uninterruptible Power Supply (UPS) systems to safeguard their equipment from power disruptions, ensuring that their production processes remain uninterrupted, and data integrity is maintained during power outages. The result was an enhanced production wo



Conclusion

Focus Group Technologies is proud to support leading media companies like Binyan Studios, Flying Bark Productions, Fremantle, and Served Chilled in overcoming their IT challenges. By providing custom solutions tailored to their specific needs, we empower our clients to maximise creativity, improve collaboration, and streamline operations. Whether it's high-performance workstations, scalable storage, infrastructure design, or power protection, Focus Group Technologies is committed to delivering the technology that drives success in the media industry.

Ready to elevate your media production with innovative IT solutions? Partner with Focus Group Technologies today and experience the power of tailored technology designed for your creative workflow. Contact us to discuss your needs and discover how we can help you stay ahead in the industry!

Thank You



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