CASE STUDY

High-Speed Collaboration

Renderro Serves its Target Customers Using TGX Remote Desktop

Pulawy, Poland

Challenges

The onset of the pandemic forced many people to work from home. A year in, the trend seems to have found its place in our day-to-day life. And according to a study by McKinsey, a global management consulting group, remote working is here to stay.

Renderro, the best newcomer of Central European startups nominee for the 2020 season, aims to be the main cloud-based, high-performance virtual studios provider. Their on-demand graphics computing servers are an alternative to purchasing traditional and expensive physical workstations. Rederro's solution also allows for file sharing and real-time collaboration whether team members are in the same studio or spread out across the world

for video editors, graphic designers, and other creatives, remote work means more than just access to project files which may be in centralized, office servers. Their work requires high-power graphics-intensive workstations. If the workstation is with them in their remote location, they are waiting for uploads/downloads to finish, resulting in wasted time and missed deadlines.

Objectives

- ☐ High-speed file access: In terms of uploads and responsiveness
- ☐ Cloud access: ability to access your workstation from anywhere
- ☐ Collaboration: Share files from across the room or the globe
- ☐ Security of data: Most creative work is copyrighted intellectual property
- ☐ Pay-as-you-go: Only pay for the resources you're using

So how do you make them work remotely in a similar fashion as if they were in the same studio?

With over a decade of experience, Piotr Chomczyk, a filmmaker, asked this question while supervising a World War II feature film post-production project. He had team members in California, Poland, and the Czech Republic. That is how the idea of Renderro was born.

Renderro describes itself as a small team that happens to have an amazing experience in the video industry. Their joint resume includes working for the likes of Discovery Channel and Canal+.

The startup has been around for less than two years. It is already attracting a lot of attention in the film and animation industry. It has been featured in FilmPro magazine, and Animation and World Network recently [interviewed](#) Piotr.

Solution

Renderro needed to find a modern solution for creatives to run the software they need for their work. The solution could not be limited to geographical areas or heavy equipment.

The primary target was freelancers, creative individuals who occasionally need high computational power and a large amount of storage but cannot afford expensive equipment.

Renderro thought they would have to develop a solution from scratch, but first, they did the most natural thing – research an available remote desktop solution.

Choosing remote desktop

The team conducted Google searches. They went through remote desktop tools available on the market. The major focus was on desktop quality in terms of color accuracy, refresh rate, and input delay. They also looked at how seamlessly the available solutions would integrate with their applications and ease of use.

They decided on Mechdyne's [TGX](#) high-performance remote desktop tool.

TGX provides access to graphics-intensive workstations.

- TGX sends pixels instead of data, minimizing bandwidth usage resulting in a low-latency resolution display (even at 4K) to have like-local machine responsiveness. TGX can use up to 70% less bandwidth than standard remote desktop tools.

- Multiple displays (up to 3, 4K monitors) let users maintain their workspace preferences.

- Simultaneous multiple sessions for faster review processes. No need for staggered sessions or waiting for uploads.

- Strong data security between workstations and clients' devices.

- Easy setup of interactive collaboration sessions with one sender to multiple participants

"We did deep research on available technologies the users could use to connect to our virtual machines, and TGX could only see the competition in the rear-view mirror." **Piotr Chomczyk Founder/CEO**

Outcome

Using TGX has enabled Renderro to effectively serve its target audience and grow its workstation on-demand business.

Most freelancers work from home and only have a few jobs from time to time. This makes Renderro's pay-as-you-go model a perfect solution. Users don't have to incur upfront investment on expensive workstations and software for a project that might only require a few days' efforts. They only get billed for the time they are using the service.

The most exciting thing? Since Renderro started using TGX, even big production companies are starting to show interest. In an interview with CineD, Piotr mentioned that they are in the process of signing a major TV broadcaster.

"If you ask me who Renderro is for, I'd say it's for creatives. TGX is an important enabler of our overall offering." **Piotr Chomczyk Founder/CEO**