Lenovo

Bringing architectural visions to life

BINYAN

Digital content agency BINYAN uses Lenovo ThinkSystem servers with AMD EPYC™ processors to render architectural images and videos in glorious photorealistic detail.

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AMD

Who is BINYAN?

BINYAN is a multi award-winning Integrated digital agency. They produce integrated visual content for some of the world's most iconic landmarks; creating immersive renderings, animations, and digital experiences with a sense of place and belonging.

From studios in Australia, New York, London and Dubai, BINYAN works with some of the biggest names in real estate and architecture, including Fabrica, Lend Lease, Knight Frank, Four Seasons, and Ritz Carlton.

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The
Challenge

Years before building foundations are dug and walls go up, architects and property developers turn to BINYAN to bring their projects to life through photorealistic images and videos. With its designs, the agency aims to tell the story of a space, allowing viewers to visualize how a place will look and feel without ever stepping foot inside of it.

To create virtual environments that reflect the real world as closely as possible, BINYAN relies on cutting-edge 3D rendering, visual effects, and video editing software. These are incredibly graphically intense tools, and as designers push themselves to produce ever more realistic, high-quality content, they require ever more compute capacity and performance.

> "We take a proactive, strategic approach to technology. It's not just a question of stepping up capability as we take on more clients and more ambitious projects; we're constantly looking at how to improve IT operations.
>
> **Syama Mishra**
> Chief DCC Technology Officer, BINYAN

> " At BINYAN, we strive to create images and videos that forge a connection with viewers. Technology is the enabling force that empowers our artists to deliver on this vision. We support a huge variety of applications, and need to keep them working reliably and responsively so that everyone can produce work that meets the highest standards.

Syama Mishra
Chief DCC Technology Officer, BINYAN

Finding the
perfect fit

BINYAN's first step was to get in touch with a trusted partner, Focus Group Technologies, to discuss potential hardware solutions. Those conversations ultimately led the agency to AMD and Lenovo technology. Working with Focus Group, BINYAN deployed more than a dozen Lenovo ThinkSystem SR665 dual-socket servers as the foundation for a new, high-performance rendering cluster.

The Lenovo ThinkSystem servers feature AMD EPYC™ 7003 Series Processors, each providing 64 processor cores. The AMD CPUs deliver optimized performance per-watt and a large L3 cache for low latency access to data, making them an ideal match for BINYAN's demanding graphics processing workloads.

Hardware
Lenovo ThinkSystem SR665 servers

AMD EPYC™ 7003 Series Processors

Software
Lenovo XClarity Controller

Focus Group
Technologies

Easy
management

To date, BINYAN has deployed 20 ThinkSystem SR665 servers, split between its home base in Sydney and Melbourne. The agency has several more Lenovo ThinkSystem servers on order, which will soon be installed at offices in London.

For easy management of this growing server estate, BINYAN makes use of Lenovo XClarity Controller. The agency's central IT team uses the software to monitor system status, configure server settings, and remotely control server power.

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Focus Group Technologies have been incredibly helpful and knowledgeable. They were our introduction to Lenovo, guiding us through the product catalog to find a solution that best fit our needs. It was easy to customize our hardware configuration through Focus Group, and we've been very impressed with Lenovo from a technical standpoint.

Alex Elliott
IT Manager, BINYAN

Results

With the power of Lenovo and AMD behind its rendering cluster, BINYAN has made a huge leap forward in compute capacity and performance. The agency has replaced more than 200 existing servers with just 20 Lenovo ThinkSystem SR665 dual-socket servers, shrinking its physical server footprint by over 85%. It has also achieved a two-to-ten-times improvement in performance with the new Lenovo and AMD platform.

- ✓ 2x-10x performance improvement
- ✓ >85% reduction in physical server footprint
- ✓ Delivers more detailed and high-quality designs

Pushing the
boundaries

Mishra notes: "We now have more render capacity than ever before, and a whole lot less hardware to manage. The benefits of that smaller footprint can be seen across the board: our power consumption and costs are down, we've freed up more on-premises rack space, and we're spending less time and effort on IT management."

Now, BINYAN is taking advantage of its supercharged computing power to push the boundaries of graphics rendering even further. The Lenovo-AMD cluster can handle bigger, more complex jobs, with faster turnaround times and greater system stability. For BINYAN's designers, these technical improvements have opened up exciting creative possibilities: to produce more sophisticated visuals, model spaces in more lifelike detail, and continue to take on the world's most ambitious projects.

> We've been running the Lenovo ThinkSystem servers around the clock with the AMD CPUs at 100% for pure render power, and the platform has yet to miss a beat. We can render larger, more active visuals and produce higher-quality content, which enables us to vastly increase the scope and sophistication of our work.

Syama Mishra
Chief DCC Technology Officer, BINYAN

Why **Lenovo**?

Mishra recalls: "What immediately set Lenovo apart from other vendors was their flexibility. Our previous hardware provider offered no room for customization, point blank. Lenovo, on the other hand, was very open to letting us make changes to the server configuration down the line."

Alex Elliott, IT Manager at BINYAN, adds: "We also liked that there was no sales talk with Lenovo; they put the right people with the right technical know-how in the room. Our team is very knowledgeable, especially when it comes to CPUs, so we expect a high level of expertise from hardware vendors. We had technical questions about the AMD portfolio and roadmap, and Lenovo was able to answer them right then and there in a high level of detail, which really impressed us and gave us confidence."

As BINYAN built up a closer relationship with Lenovo over the course of deploying and configuring its new hardware landscape, the agency has also come to value the Lenovo team's transparency.

Elliott confirms: "Lenovo have always been very open and honest with us. They were up front about the capabilities of different servers, which helped us narrow down our choice. They've also given us clear information about product costs and delivery timelines for Australia, along with product roadmaps.

"

We really appreciate the transparency as we're making a big investment, and it means we're not blindsided by changes down the line and can make well-informed decisions about growing our server landscape.

Alex Elliott
IT Manager, BINYAN

How can architects help their clients experience buildings that don't yet exist?

Delivering photorealistic impressions of beautiful architectural spaces with Lenovo and AMD.

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