digitalpictures **dp**

Digital Pictures Automates And Streamlines Workflows

Overview

Country: Australia
Industry: Post-Production

Customer Profile:

Digital Pictures is a division of the Omnilab Media Group, Australasia's largest post-production company and the second largest facilitator of production and play-out services in the Australian Pay TV market. The Omnilab Group consists of 12 subsidiary companies.

CASE STUDY

Business Situation:

Digital Pictures needed to replace their aging job and library management system plus separate accounting software with an integrated solution that would allow them to automate all facets of their rapidly expanding business.

Solution:

Xytech Enterprise modules

- Workflow Core
- Media Order
- Scheduling
- MetaVault© Library
- Time Card
- WebView
- Purchase Order
- Accounting

Benefits:

- Improve efficiency resulting from seamless integrated system
- Increased productivity with streamlined workflows
- Better decision making based on real-time data
- Global client management with remote system access

> "Xytech Systems' software allowed us to fully integrate all of our business functions into one system that had been custom built for the entertainment industry."
>
> -Graeme Pitt, IT Manager, Digital Pictures Melbourne

Overview:

Digital Pictures is a division of the Omnilab Media Group, Australasia's largest privately owned, vertically integrated content development and media services company. Group services include content development, design, visual effects, CGI and animation, post-production, sound, interactive, digital asset management and delivery, broadcast, sales, and distribution.

The group incorporates 12 media companies and employs over 400 full-time employees plus more than 250 contractors. Omnilab Media Group companies include Digital Pictures, Iloura [DP], Flagstaff Studios, the LAB Sydney, Ambience Entertainment, PAX Entertainment, The Playroom, Cornerpost, Island Films, DubSat Technologies, and AAV New Zealand.

Customer Profile:

Digital Pictures is based in Melbourne, Australia and provides local and international advertising, film, and television clients with access to an unrivalled range of award-winning creative talent and technical expertise. Services include:

- Animation visual effects for the advertising, film and television industries.
- Editing suites configured for the advertising and entertainment industries

Sound for both radio and TV – from casting and composing through to remote location recording and worldwide distribution.

Digital film facilities including state-of-the-art digital scanning, telecine, grading, projection and film recording technology.

Digital media services incorporating design and authoring of DVDs, websites and CDs; video to DVD, video to data, hi-def to standard def and film to video conversions; asset management for storing and retrieving both physical and digitized media; DVD, CD, VHS and USB duplication and packaging; and Distribution of all forms of digital media.

dpTV, their proprietary Web and IP based TV platform with full video streaming and interactive capabilities allows clients to create, manage and deliver broadband/TV channels.

Business Situation:

Digital Pictures recognized the need to replace their aging job and library management system plus separate accounting software with an integrated solution that would allow them to better manage all facets of their rapidly expanding post-production business. They wanted an integrated system that would automate and streamline all of their business operations in an end-to-end manner.

Key requirements for the new solution included:

1. The ability to manage every step and aspect of any project, from quotation through to invoicing across the diverse range of Digital Pictures' business units.
2. The ability to manage simple, one-off duplication orders to complex cross-divisional post-production jobs.
3. The capability to cope with the immense amount of metadata and media assets stored in the physical library.
4. A full-function accounting system with General Ledger, Accounts Payable, Accounts Receivable, Purchase Order, and Collections applications.
5. Comprehensive security capabilities to manage user access and related authority levels for each customer, project, and workflow step.
6. Extensive reporting with the ability to run customized reports based on predefined selection criteria.

Solution:

After thorough product research and vendor comparison, Digital Pictures selected the Xytech Enterprise software from Xytech Systems because it satisfied all of Digital Pictures requirements as well as would provide them with a complete, enterprise wide solution. Important was also that the Xytech Enterprise software was specifically developed for the media and entertainment industry and could be easily tailored to Digital Pictures' specific operations and workflow requirements.

Digital Pictures acquired and implemented the following Xytech Enterprise modules:

- Workflow Core
- Media Order
- Scheduling
- MetaVault Library
- Media Tracking
- Time Card
- WebView
- Purchase Order
- Accounting Suite

Benefits:

The Xytech Enterprise solution provides Digital Pictures with a fully integrated system that supports all aspects of their business operations.

Digital Pictures client service staff, including their producers, are now able to bid (i.e., quote), create jobs, link jobs to bids, schedule resources, communicate requirements to production staff, and manage the financial facets of the job right through to reconciliation and invoicing.

All information required to manage Digital Pictures' business is now seamlessly integrated in one complete enterprise wide system, which clients and remote employees can access via the Internet with the WebView module to check up-to-the-minute status of projects.

The Time Card module provides them with a powerful way to capture billable and non-billable time information for a broad section of Digital Pictures' operational staff. The capability to automatically link hours worked to customer projects has allowed Digital Pictures to improve customer billings.

Digital Pictures executives and sales staff now have access to up-to-the-minute financial and sales reports for better management of the business. The production staff can view their schedules online, receive their instructions, get alerts, and log (actualize) their time, work, and project status easily and efficiently.

The Xytech Enterprise software has also proven to be a powerful analytical tool, allowing Digital Pictures to capture client-and market-related data on a job-by-job basis, online, and in real time.