ZOO

Problem: How do I manage the creation of multiple digital packages?

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Solution #234
ZOOcore actively manages complex
production projects so you don't have to

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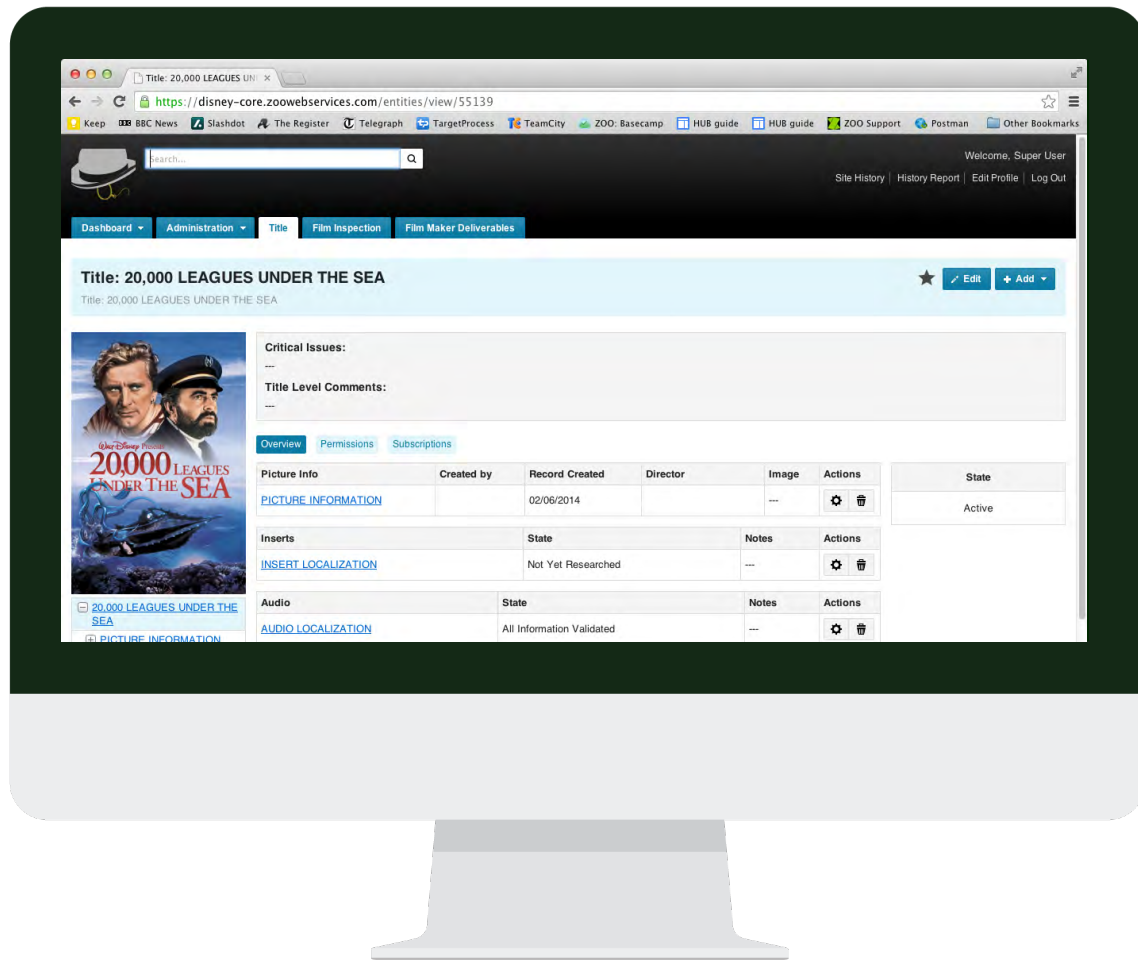# Major Film Studio Digital Package Creation

Business Background

This global leader in the production and distribution of all forms of creative content, has authored and encoded more motion pictures for DVD, Blu-ray Disc ™ and Video on Demand (VOD) than any other facility in the world. Owned by a major Hollywood Film Studio, the company stands at the forefront of the media and entertainment industry, supporting feature film, TV and home entertainment production for worldwide distribution to DVD and Blu-Ray Disc ™, digital distribution, broadcast and syndication.

The Requirement

This client creates digital packages including DVDs, Blu-Ray and EST packages (for iTunes, Netflix, tc). The requirement was to create a solution to manage the scheduling, tasks and workflows between the client uploading the original media, the technical teams creating the digital packages, and quality control before final release to the client.

The Solution

The customized ZOOcore cloud-based workflow system allows project administrators to manage the whole process: receive orders, check the assets from the client, schedule tasks, track progress, etc. The technicians, who create the various elements of each EST package, use the system to see their specific task list for the day and to submit completed work packages. Their customers use the system to place orders, upload media files and to check on project progress. The quality control team uses the system to see when their input is required and to give their feedback or approval.

The ZOOcore system manages all of the everyday tasks required to create different EST products, including managing dependencies, timescales, etc. Each individual has a dashboard that shows their allocated tasks for the day; giving them links to the necessary media files and making it easy for them to hand over to the next person on the project.

The system encapsulates all of the different products and variants, so it can allocate detailed tasks to individuals automatically. It understands task timescales, so sets deadlines that bring everything together at the end for the complete set of client deliverables.

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Find out more

To find out how your organization
can localize content more efficiently,
contact our ZOOcore team.

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Software-powered services
for creative organizations

ZOO is a new generation provider of services that works with leading content
owners and creative organizations to enable the delivery of media content
globally, faster, and for less investment.

We offer highly efficient approaches to creative media production through the
use of Cloud computing combined with talented people. This means that our
customers can select the combinations of services and technology that best
enable them to respond and react to ever-changing market dynamics.

We tailor our offering for each client to deliver quality and efficiency resulting
in greater productivity and shorter time to market at lower cost.

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