



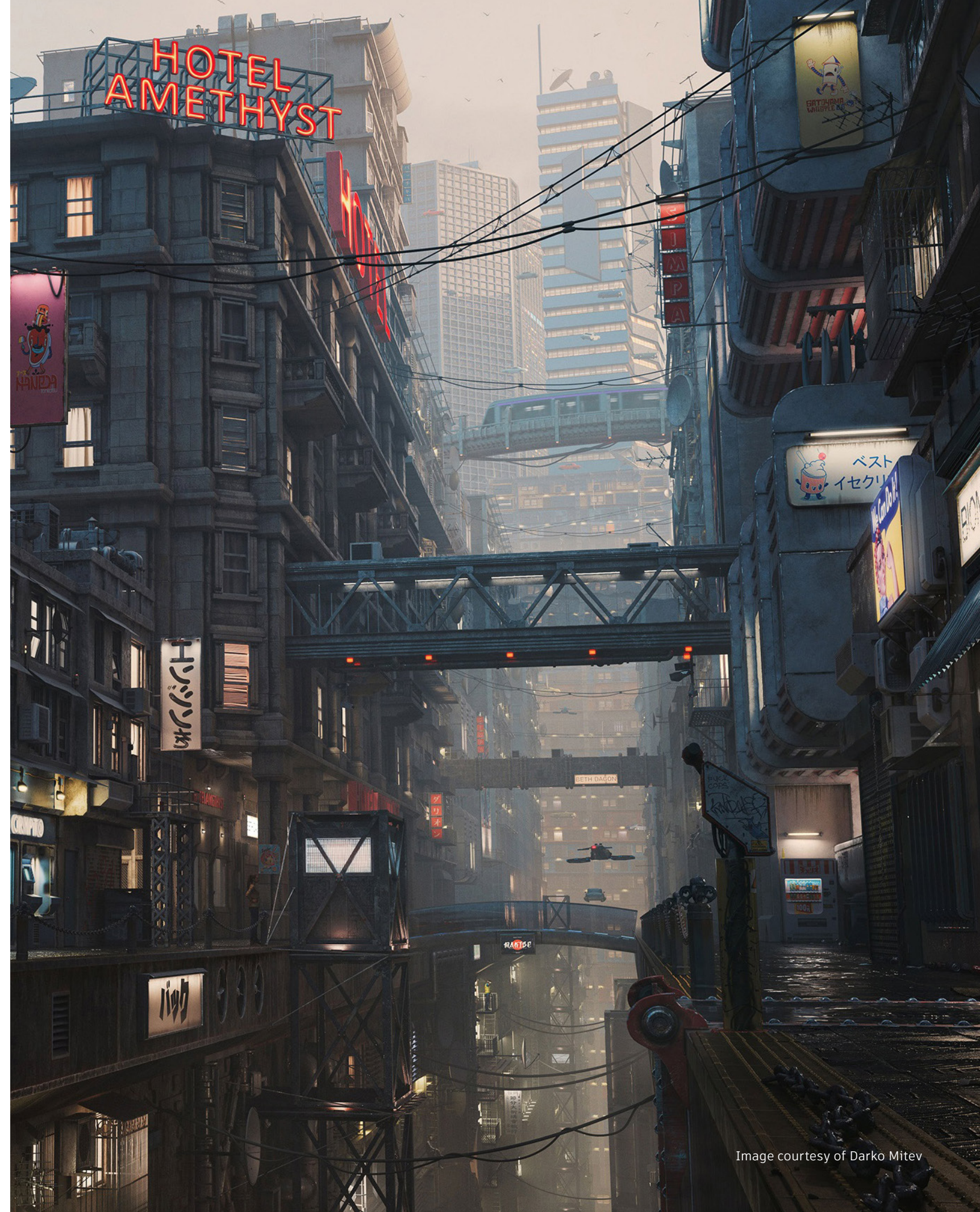
6 Secrets to Successful Cloud-Based Workflows

Introduction

As the picture of a post-pandemic world comes into focus, one thing is clear: work has fundamentally changed. This is especially true for film, TV, and games professionals who have had to adapt to a more virtual approach to creative productions.

When remote work became the new norm, studios scrambled to make the necessary adjustments to optimize their workflows and to keep pace with demand while staying on schedule. For many, the shining light during darker days has been ShotGrid, the award-winning production tracking and creative review software. In a short time, studios around the world have come to rely on its cloud-based toolset to optimize their workflows, a pivot to this new world or remote work.

What follows is an insider's guide to optimizing your cloud-based workflows and operating more efficiently and cost-effectively going forward.

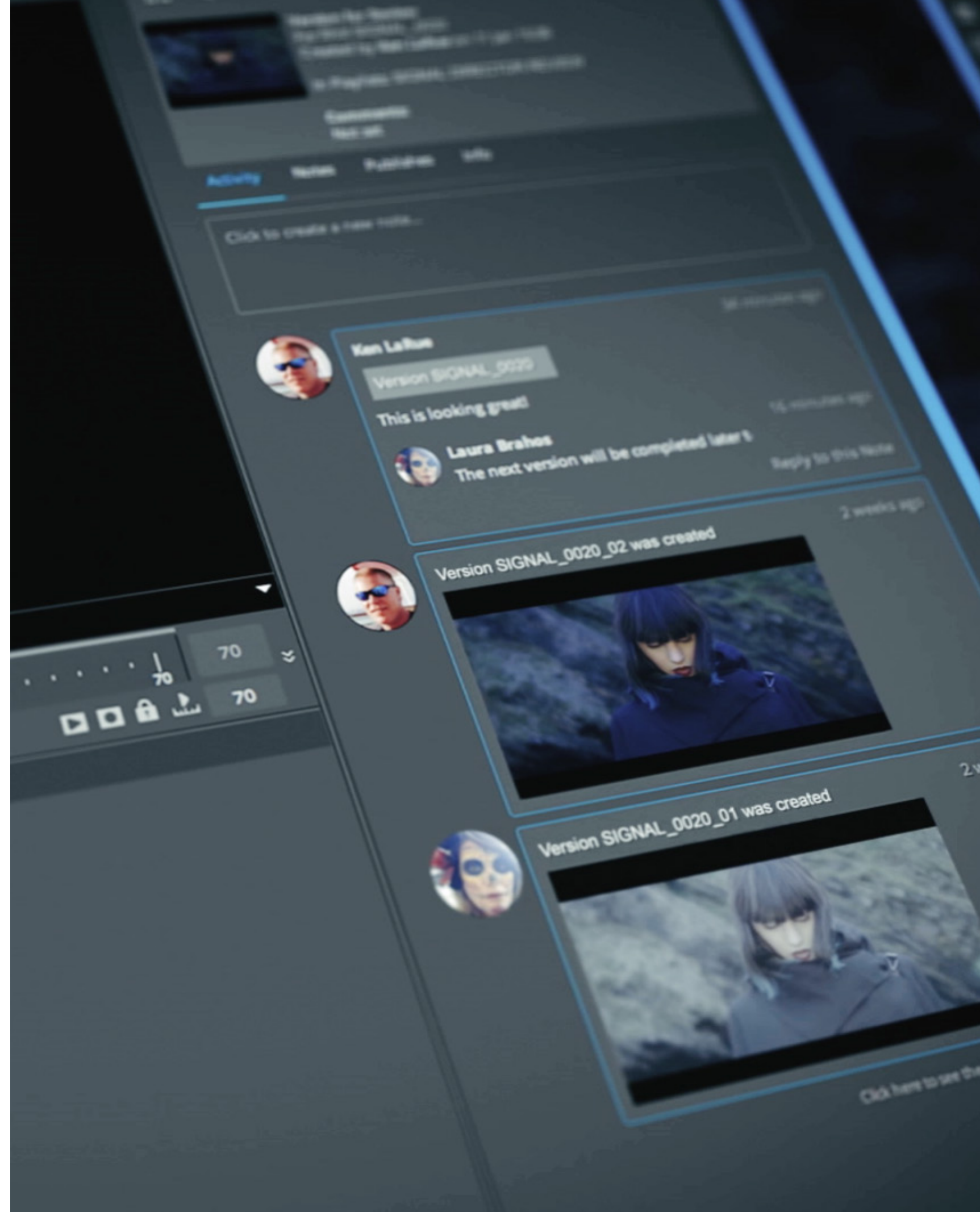


1. Go “all-in” on the Cloud

When the entire supply chain turns to the cloud to help them coordinate efforts and integrate their pipelines, a virtual workspace can easily make up for the lack of a physical one.

Cloud computing was once a luxury, but these days, it's essential. Coordinating work among creative teams is difficult enough when artists are all in the same physical location, but once you have artists spanning across multiple countries, continents and time zones – the complexities multiply exponentially.

As the price of cloud storage continues to decline, and the demands of coordinating workflows across various remote locations increase, we expect to see cloud-based computing continue to play an expanded role in the film, TV and games industries.



What our clients are saying:

“All our cloud interactions – from a cloud-based project management system, cloud email systems, cloud storage and cloud rendering – in addition to paramount data security, enable us to move data and creative ideas in a much easier manner. Along with faster scalability and instant connectivity, which are vital for our new social distancing reality, the cloud empowers our artists and global productions with the speed and tools required for maintaining high-quality work.”

Viktorija Ogureckaja, a Visual Effects Producer at Pixomondo:

ShotGrid Benefits

Increase workload capacity

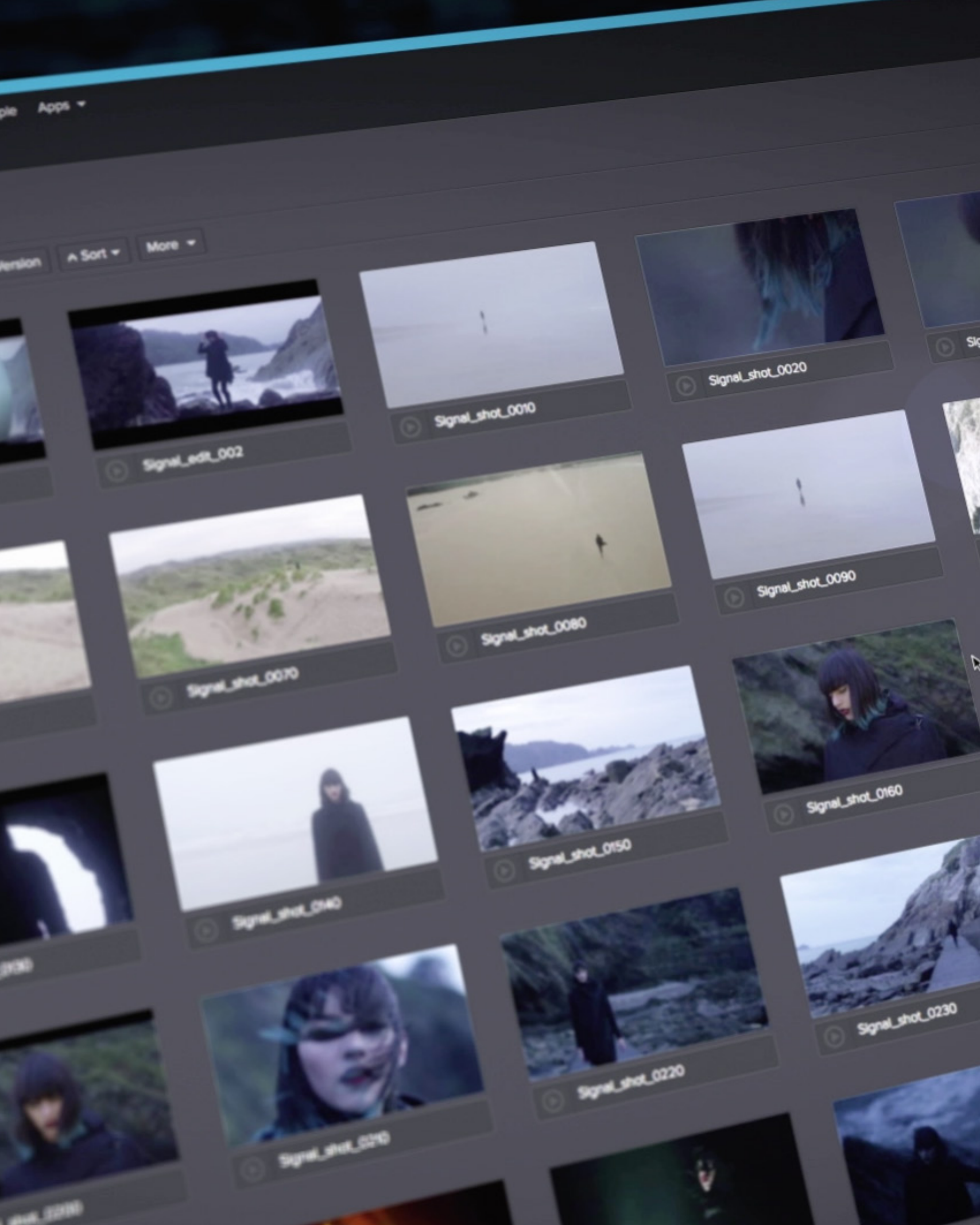
When studios can track every step of their productions, optimize resources and quickly scale pipelines as projects grow and complexity, creative decisions are made more quickly, and projects are delivered on time and on budget. As a result, studios can confidently take on more work.

Improve collaboration

Many people are involved in the creative direction of a project. Creative leads, producers and artists from a variety of departments and locations need to provide input at various stages from first sketch through modeling, rigging and animation. The ability for all departments to collaborate seamlessly from anywhere at any time is critical to the quality of the end result.

2. Make communications a priority

A futuristic cityscape at sunset, viewed from a rooftop. The sky is a mix of orange, red, and blue. In the foreground, a person in a dark, futuristic suit stands on the edge of the rooftop, looking out over the city. The city is filled with tall buildings, some with glowing windows and signs. One prominent sign says 'UTS' and another says 'CYBERINDUSTRY'. The overall atmosphere is dark and mysterious.



Placing team collaboration at the top of the priority list pays dividends when working remotely. Successful studios know that the right combination of tech tools and human interaction reduces unnecessary iterations and stress and increases job satisfaction and innovation.

Communication is one of the obvious hurdles thrown up by the advent of remote work. You can no longer speak face to face, walk down the hall to chat with members of another team or invite the client into the studio to preview your work.

Because of the different visions involved, and constant adjustments made between the conception and realization of creative work, that can mean trouble.

Thankfully, this is exactly what ShotGrid was designed to address.

What our clients are saying:

“Normally, if you’re in the same studio, you would just pull up stuff from the server and go into a room and comment and review. But with COVID-19, all of a sudden we didn’t have that anymore, and we needed a way to look at the work together. I think that’s where ShotGrid really excels. You can just quickly distribute the work and everybody can see it. It’s so fast, you can almost have a discussion on it via the comments.”

Georg-Sebastian Dressler, CG Supervisor at Axis Studios



Image courtesy of Amaru Zeas

ShotGrid Benefits

Improve collaboration

ShotGrid provides a platform for quick communication between team members and clients, meaning no one is waiting around for meeting time. It all happens in the cloud.

Accelerate creative reviews

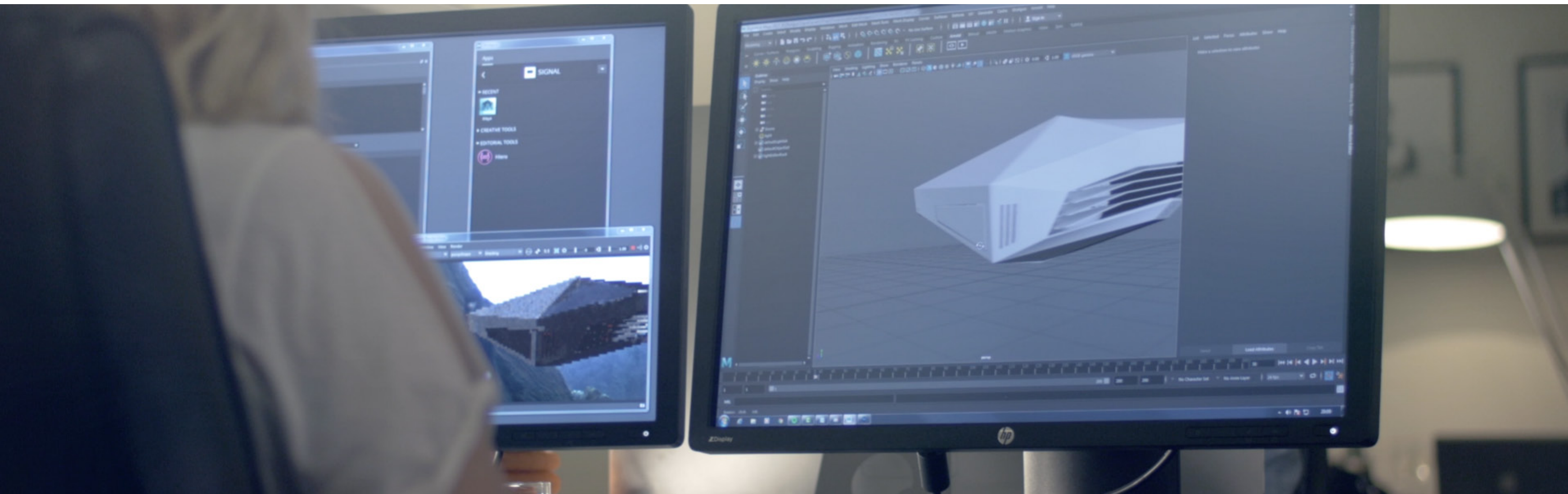
The creative process is iterative. Accelerating the review and approval cycle results in faster creative decision making and a more efficient studio. To deliver the highest quality of work, supervisors must be able to quickly and clearly provide feedback and creative direction, while artists are protected from unneeded distractions and can focus on innovating.



3. Invest in security industry standards

In the overcomplicated world of risk assessment and security clearance, it's a wonder new studios are ever able to ramp up and compete. Striking the right balance around security compliance and confidence in industry standards can make or break the future of the production industry.

One major complication that has arisen over the past couple of years is heightened security risk. Film, TV and games studios are often working with valuable intellectual property, and hackers and other malicious actors have strong financial motivations to steal these assets. Nonetheless, studios are discovering that with the right precautions in place, remote work can be made as safe and secure as it was in a pre-cloud world.



What our clients are saying:

“We’ve added layers of visibility protection within our production management platform so that we can have multiple vendors working within a single project who are invisible to each other – for both ethical and legal purposes, when working with IP. By managing permissions, we’ve been able to foster trust and strengthen our relationships with vendors so that no matter their location, they feel a part of the EA team.”

Stephen Schick, Technical Art Director at Electronic Arts

What our clients are saying:

“The movement to shift processes and data into the cloud will be expedited now. Remote workflows that have proven security can still be guaranteed. And now studios can save money because they don’t need to provide as many resources on site.”

Christian Deiss, Head of Pipeline at Magnopus



ShotGrid Benefits

Increased security

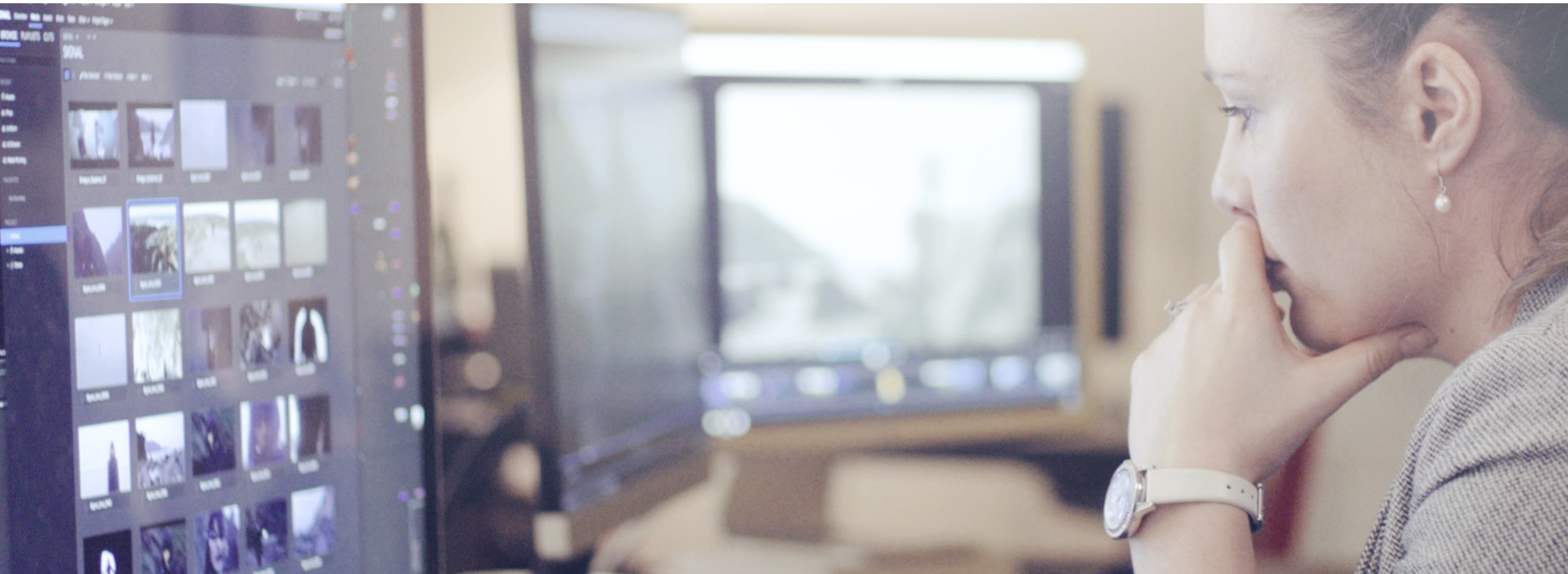
The confidentiality, integrity, and availability of your content is paramount. ShotGrid employs a full team of engineers dedicated to platform security and performance. Additionally, Autodesk's security team, which invests heavily in the security for its broad range of industries and customers, backs the product. Due to the ever-changing landscape of security, ShotGrid constantly reassesses, develops and improves its risk management program.



4. Make the world your workforce

There's nothing like having team members in every time zone to keep those deadline wheels turning. And listing "global offices" on your website sure does have a nice ring to it. It's a small world, after all.

One emergent benefit from a decentralized office space is the possibility of recruiting global teams. Not only does this exponentially increase the size of your prospective talent pool, it gives you round-the-clock work potential, dramatically improving your productivity and ability to meet deadlines.



What our clients are saying:

“We’ve streamlined our onboarding process for new talent. Whenever we have a new studio join EA or we bring on a new vendor, we share basic documentations and automations so we can immediately set them up on their own ShotGrid site or on our main EA-wide site. Many individuals and teams we onboard have already used ShotGrid or are familiar with it, and it’s an easier learning curve to adopt a tool that is so prevalent in the industry. Our simple onboarding process has also facilitated a seamless transition for teams and vendors who have had to go offline or work from home.”

Stephen Schick, Technical Art Director, Electronic Arts



ShotGrid Benefits

Increase workload capacity

Cloud-based scalability makes it possible to break out of capacity limitations allowing studios to grow and commit to new opportunities. Studios must be able to answer to growing client demand and greater technological challenges.

Improve collaboration

Input from a variety of departments through the creative process becomes seamless, resulting in a higher quality end product. Communication blocks are removed, streamlining the review process.



5. Streamline the review process



One of the pitfalls of having a dispersed workforce is a potential rupture in the vital link between the client and the artists commissioned to realize their vision.

All projects are unique, and both vendors and audiences have certain expectations about what their beloved characters and creatures will look like when brought to digital life. A streamlined review process minimizes drama when you're trying to please, well, everyone.

What our clients are saying:

“[...] it’s important to look for operational innovation in overcoming the obstacle of physically gathering. For example, at Griffith Observatory, we are very interested in pursuing VR technology in our review and playback process.”

Dawn Fidrick, Producer at Griffith Observatory:

“We’re able to get instant feedback on what we’re doing. On our last project, having that close connection with the client on a regular basis really helped with the process and made things much smoother than they might have been otherwise.”

Will Pryor, of Axis Studios:



ShotGrid Benefits

Accelerate creative reviews

With ShotGrid in place, iterations increase within production, leading to the highest quality final product imaginable.

Improve satisfaction

Realizing a customer's creative vision on time and on budget requires excellent communication, allowing them to aesthetically iterate, experiment and meet milestones within the project's creative and budgetary limitations.



6. Build team morale

Staying upbeat is difficult when a global pandemic halts global travel and forces entire workforces out of shared spaces. That's especially true of collaborative film, TV and games work that hinges on meeting tight deadlines.

It's no secret that the film, TV and games industries can be extremely stressful, with long hours and tight deadlines, but the traditional antidote to this was provided for by the comradery and team spirit that naturally evolves when a group of people are working in close proximity toward a shared goal. ShotGrid helps re-establish this teamwork approach by eliminating communication barriers and allowing for the creation of a high quality product.



What our clients are saying:

“Team spirit is vital when it comes to getting the work done. You build a relationship with the team, and that’s really what makes them stand out. You feel more like family rather than coworkers, and I think that’s a very great thing for morale.”

Georg-Sebastian Dressler, of Axis Studios

“ShotGrid really helped us come together. It happened about four weeks before the end of a project, and we were delivering our last animations. Major hats off to our IT department, since they pretty much had the entire team up and running within a day of our having to vacate the offices.”

Will Pryor, Head of Rigging, CFX and Axis Studios



ShotGrid Benefits

Improved morale and company culture

A pathway alone might not do it. Virtual team lunches, dinners or hangouts are a great alternative to the usual office banter, and offer more genuine opportunities for group bonding. Whatever your approach, ShotGrid helps remove the barriers to remote communication, allowing you to treat your team's morale as something vital to your ultimate success.

Armed with Autodesk ShotGrid and our collective creativity, you can handle anything.

Autodesk ShotGrid, our award-winning creative project management software, replaces multiple standalone tools and technology and brings them all under one roof—allowing you to confidently take on more projects, maximize resources, improve collaboration, accelerate creative reviews and approvals and increase task & process automation. That's pretty powerful.



Working from remote location or side-by-side, it's clear today's film, TV and games industries can benefit from:

- + Improved morale and culture**
- + Increased workload capacity**
- + Accelerated creative reviews**
- + Better collaboration**

The Autodesk logo, a stylized 'A' composed of two overlapping shapes, is positioned to the left of the word 'AUTODESK'.

AUTODESK