

COMPANY  
**ENSPIRE STUDIO**

LOCATION  
**Indonesia**

SOFTWARE  
**Autodesk® MAYA®**  
**Autodesk® ShotGrid®**

# Autodesk ShotGrid Takes on the Heavy Lifting for this Jakarta-based Animation Studio

## How Enspire Studio uses Autodesk ShotGrid to Maintain a Robust Pipeline and Deliver Projects Ahead of Schedule

“When we run into challenges on a project and we require assistance, it’s much easier to resolve things when we contact Autodesk if everyone is working with the latest version of Maya.

We were pessimistic about finishing on time.

But, because of Autodesk ShotGrid, there were no misunderstandings between us and the client, so communication was super fast and clear which allowed us to progress easily. Without Autodesk and proper communication channels, we definitely would have fallen behind schedule.”

– **Christian Purnama**  
Enspire Studio  
Investor and CEO



Image courtesy of Enspire Studio

Enspire Studio is a Jakarta-based 3D CGI Studio that was started behind the garage door of two CG veterans in 2012 before they formally launched the business in 2016. The founders’ portfolio features blockbuster films such as Transformers, Iron Man 1 and 2, and Star Trek to name a few. Its seasoned team of artists and developers creates and produces world-class game assets, cinematics, animation, and CGI for live-action movies and commercials. The team works efficiently and collaboratively, always delivering projects on time and often ahead of schedule thanks to a robust pipeline powered by Autodesk Maya and Autodesk ShotGrid.

### Integrating a Standardized Organizational Structure and a Powerful Pipeline

One of the studio’s primary challenges is coordinating all the communication between each department of the studio.

When the team is in full production mode, there’s a lot of back and forth between the asset department and the animation department. This is largely due to the fact that the asset department must create the asset itself, in addition to doing some of the rigging before passing everything off to animation. There are also minute details that need to be adjusted by the team throughout the entire animation process.

To this end, the studio has integrated a standardised organisational system that determines the operating procedure of each part of the structure, along with a powerful production pipeline. “With these two structures working in sync, our studio runs smoothly,” says Christian Purnama, Investor and CEO at Enspire Studio. “Every communication and every collaboration inside or between departments is defined, so a strong management tool is a must.”

Maya remains the industry standard for most 3D applications. It's used as the base software and primary approach for all the studio's services, and Purnama always recommends that clients use the latest version of the software for seamless collaboration. This also helps ensure that any issues on a project are resolved with ease. "When we run into challenges on a project and we require assistance, it's much easier to resolve things when we everyone is working with the latest version of Maya," says Purnama.

### Autodesk ShotGrid Saves on Resources in Ways that Exceed the Value of the Software

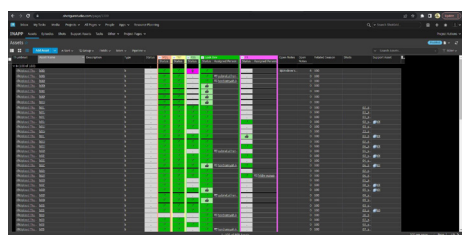


Image courtesy of Enspire Studio

ShotGrid (formerly Shotgun) is central to the company's pipeline. The cloud-based production software enables maximised efficiency by allowing the studio to track, schedule, review, collaborate, and manage all digital assets throughout any given project's workflow. "For me, ShotGrid is by far the best value-for-money software," says Purnama. "It increases efficiency and saves on costs in ways that exceed the dollar value of the software itself."

In 2021, the studio was hired to deliver a five-minute pilot episode for a high-profile animation franchise. Six months was the required turnaround time and preparing everything from scratch in order to complete an animation cinematic required strong management and precise scheduling. At least 60 people were enlisted for the project, including artists, managers, and an entire support team.

Thanks to a superb strategy and a smooth workflow, the studio delivered the project ahead of schedule. Simultaneously, it set the bar for the highest quality on an animated TV series in South Korea. "We were pessimistic about finishing on time," says Purnama. "But, because of ShotGrid, there were no misunderstandings between us and the client, so communication was super fast and clear, which allowed us to progress easily. Without Autodesk and

the proper communication channels, we definitely would have fallen behind schedule."

### Companies with Strong, Cloud-Based Pipelines Triumphed during COVID

When COVID-19 sent the world into lockdown, companies that had a strong, cloud-based pipeline in place prevailed. These organisations had the benefit of being able to transition easily into work-from-home situations without much interruption in workflow. And Enspire Studio was no exception. Not only did it have an existing pipeline, but its regular clients, for the most part, were utilising the same tools, namely ShotGrid. Additionally, the new work-from-home requirements meant that the consumption of online entertainment increased significantly.

"Because we already had a pipeline and communication platform, we were able to make a smooth transition from work-from-office to work-from-home," says Purnama. "In addition to this, more and more projects came in as the demand for content skyrocketed due to the new normal of working from home."

### Real-Time Communication and Collaborative Capabilities for the Win

Dollar for dollar, ShotGrid has proven to be worth its weight in gold for Enspire Studio. Not only does it enable the team to work more efficiently, often finishing ahead of schedule, but it reduces the risk of the team being fined for late work. Purnama explains that at times when a service is provided to a client, penalties can be imposed if a deadline isn't met. "Because of ShotGrid, the time management on a project is very clear, so we're able to maintain our budget and the manpower allocated remains the same," says Purnama.

Purnama frequently suggests that his clients onboard ShotGrid to improve communication between project stakeholders. His approach isn't a hard push, rather, he lets the clients decide for themselves after he explains how project workflows might look with and without ShotGrid. In the end, the ShotGrid approach usually wins. As a result, projects tend to run relatively glitch-free, thanks to real-time communication and the collaborative capabilities of the software.

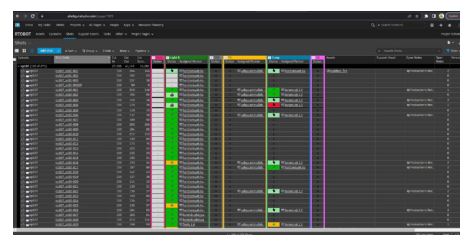


Image courtesy of Enspire Studio

### The Future of 3D Animation: Trends that Help Organisations Stay Nimble

From Enspire Studio's point of view, content demand is always growing exponentially and will ultimately be limited by an organization's ability to create it. In short, it takes significantly more time to create content than it does to consume it. As the demand for content increases, manpower and technology need to catch up.

In the same vein, the demand for content is becoming more niche with material shader, and 2D animation styles cannot be replaced with 3D CGI animation. This particular resistance leads to another niche demand for 3D animation to become more like 2D animation. Because of this, Purnama anticipates more requests for development in material shader in the near future.

"Game engine is the trend for content creation to keep up to speed with the demand," says Purnama. "This also opens up a new territory where game and animation will be sharing the same assets."

### A Message to Young Artists

As for young artists who wish to pursue the field, Purnama believes in nurturing talent from a young age. They've started the Enspire School of Digital Art which now boasts over 5,000 graduates with 1500 of them already of working age. The idea is to familiarise young, interested artists with this style of animation since it can't be found in the primary school curriculum, as it's relatively new for most of Indonesia. This equips students with new tools and a basic knowledge of the subject, enabling them to grasp difficult techniques when they reach the workforce.

Finally, for any 3D artists looking to work at Enspire Studio, Purnama encourages them to never stop learning. "Always be updated with the latest technologies and trends and, most importantly, find what you are best at and keep getting better at it."