Four Reasons
Why Your Production Studio Needs Shotgun

(It's all about boosting
your business!)

CONTENTS

Shotgun is a production management solution that gives your business greater control over its connected workflows while freeing your team to raise the creative bar even higher.

SHOTGUN BOOSTS YOUR BUSINESS BY:

1. **Improving Productivity** by eliminating unproductive time and scheduling bottlenecks

2. **Optimizing Resources** via an always up-to-date view of accurate information that gives you greater visibility across the entire team

3. **Expanding Business Opportunities** using an on demand scalable structure that helps you meet stringent client requirements and grow your operations

4. **Elevating Creative Possibilities** by freeing your creatives to concentrate on what they do best: creating!

Designed for visual effects, animation, and games teams of all sizes, Shotgun integrates fluidly into your production environment and is easy to learn and use.

SHOTGUN HIGHLIGHTS:

Production-proven by 1,000+ studios of all sizes

Provides a common platform for managing multiple users, projects, locations, and assets

Connects the most popular creative tools in the industry into a highly customizable pipeline

Facilitates cross-team collaboration to keep everyone in the loop

Scalable on demand platform—from just a few to thousands of users and millions of tasks per day

Security audited quarterly by a 3rd party firm

Supported by Autodesk's large, global team with deep industry roots

Reason #1: Maximize Productivity by Eliminating Task Switching

"How do I get an extra hour of productivity from every artist every day?" That's the question studio managers have been asking since the dawn of animation and visual effects.

Just think about how many times one of your artists is pulled away from creative work to perform mundane workplace tasks. Time spent on these chores adds up quickly, and can break the train-of-thought that inspires many artists to do truly great work. Research shows it can take an average of 23 minutes for an artist to get 100% back "in flow" after an interruption*.

Clearly, task switching is one of the biggest productivity killers encountered by studios today.

It can take up to 23 minutes
to get back into flow after
an interruption

*The Cost of Interrupted Work, UC Irvine Department of Informatics –
2008 Research Study*

Reason #1: Maximize Productivity by Eliminating Task Switching

Shotgun helps eliminate task switching and keeps your artists creating and innovating:

- **Plan** using powerful tracking, scheduling, and reporting tools that help you allocate your crew's time efficiently, fill gaps with ease, and routinely meet tight deadlines

- **Collaborate** with built-in, contextual review and on-screen annotation tools, making it easy to get feedback to artists fast and minimize the risk of miscommunication so you hit every milestone every time

- **Integrate** with your team's specific creative tools, so they can stay focused on billable projects rather than searching through email for notes and feedback
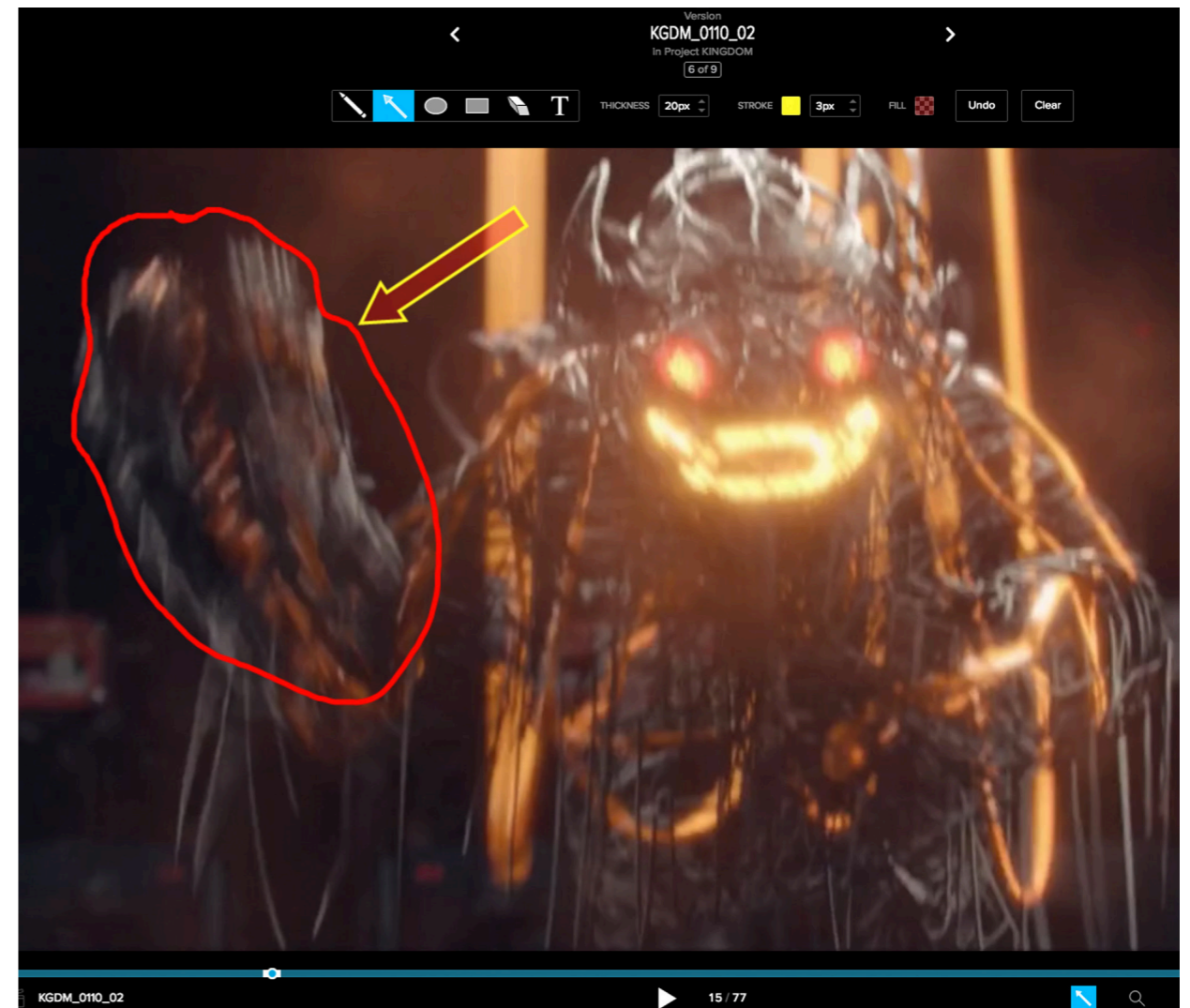
Customer story: Straightface Studios, Seattle

Straightface Studios is a boutique VFX shop based in Seattle. The in-house team of five to six artists can expand on a moment's notice to include artists from around the world.

THE WORK

While Straightface Studios works chiefly on broadcast commercials, one recent project was the creation of an all CG animation for the Pacific Northwest Ballet. "We created three minutes of animation to set the tone and context for a particular ballet," said Gavin Greenwalt, CG and VFX supervisor at Straightface Studios. The project ultimately involved over 1.5 million 3D trees, 8,540 3D bushes, 287 3D buildings and 7 3D mice.

SUPERIOR PROJECT TRACKING WITH DEEP VISIBILITY

On projects like PNB, Shotgun's advanced project tracking features and deep workflow visibility have become essential to the Straightface team. "Everyone was working in parallel on the PNB project," said Greenwalt. "Just to be able to see across the entire project where everything was, the latest versions, and comments specific to each asset in the entire giant landscape was really useful."

Shotgun has also proven invaluable as Straightface Studios meets head-on the challenges of today's economy. "We're facing pressure on all three sides of the fast/good/cheap triangle," said Greenwalt. "That's
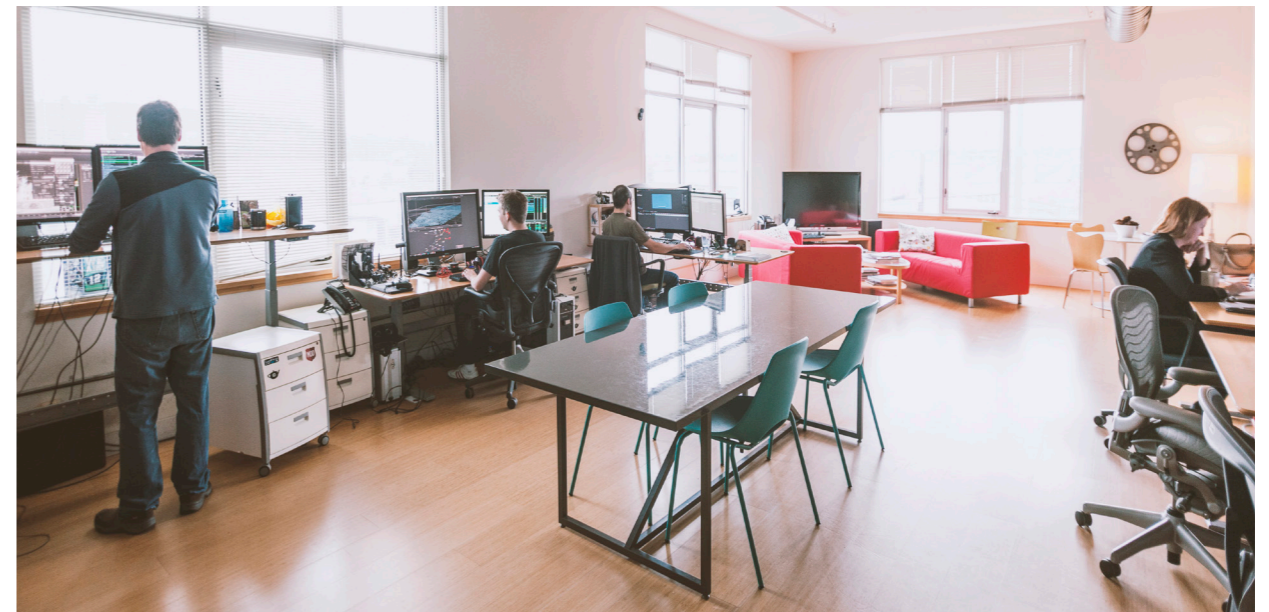
" Time is money, and every minute an artist is focusing on project management or looking for an email is a huge waste of money. Shotgun helps us manage that straight out of the box. "

where Shotgun comes in. Time is money, and every minute an artist is focusing on project management or looking for an email is a huge waste of money. Shotgun helps us manage that straight out of the box."

GET THE WHOLE STORY: http://autode.sk/straightface

Reason #2: Optimize Resources by Keeping your Company in Sync

It's a familiar problem at most studios: producers spend too much time organizing (and fixing) spreadsheets by hand, emails get lost or delayed, multiple artists' time is wasted on back and forth exchanges, and in-house databases start out simple but quickly get out of hand.

Just getting by with consumer tools forces the use of tools that are simply not made for the job—and leads to mistakes, delays, and (expensive) idle resources.

Shotgun optimizes resources by keeping all stakeholders, everywhere, in sync with the information they need—and reporting on it all:

- **Reduce** downtime by tracking schedules, maximizing utilization of all your resources, be it staff, freelancers, and even equipment

- **Remove delays** caused by stakeholder absences, with tools that enable team members and clients to review and provide feedback from any location with an Internet connection

- **Add multi-site teams** into your mix with purpose-built tools that let everyone everywhere interact using the same centralized assets and information

- **Access and analyze data** from past projects so you can accurately bid on new projects and business

Use the production-proven toolset in Shotgun across projects to optimize your resources and keep the work coming in consistently!

88% of all spreadsheets have errors

Financial modeling firm F1F9, in a 2008 analysis of multiple studies

88%
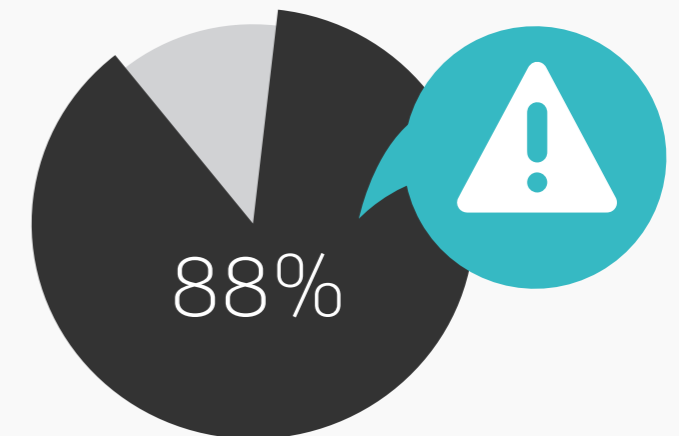
Customer story: Mammal Studios, Hollywood

Mammal Studios, in the heart of historic Hollywood, is a boutique VFX house with a core staff of 12 artists, supervisors, and pipeline engineers. In a world of quick turnarounds and soaring production demands, the team uses Shotgun to stay nimble and efficient.

THE WORK

Mammal is a full-service provider of visual effects and CGI to feature films, television, and high-end commercials. Among the recent films that include Mammal Studio visual effects are *Suicide Squad*, *The Shallows*, *Joy*, *Concussion*, *Fury*, and *The Interview*.

SHOTGUN AT MAMMAL: "THE GLUE"

In a small but extremely busy shop like Mammal, strong production and scheduling management is essential to hitting tight deadlines while still delivering top quality work. Shotgun has proven to be the glue that holds together this nimble and fast-moving team.

"Everybody in the facility uses Shotgun. It's essential for all facets for our production," said Gregory Liegey, visual effects supervisor. "The streamlining and efficiency that Shotgun enables directly translates into more creative opportunities for our clients, directors, and filmmakers," Liegey added.
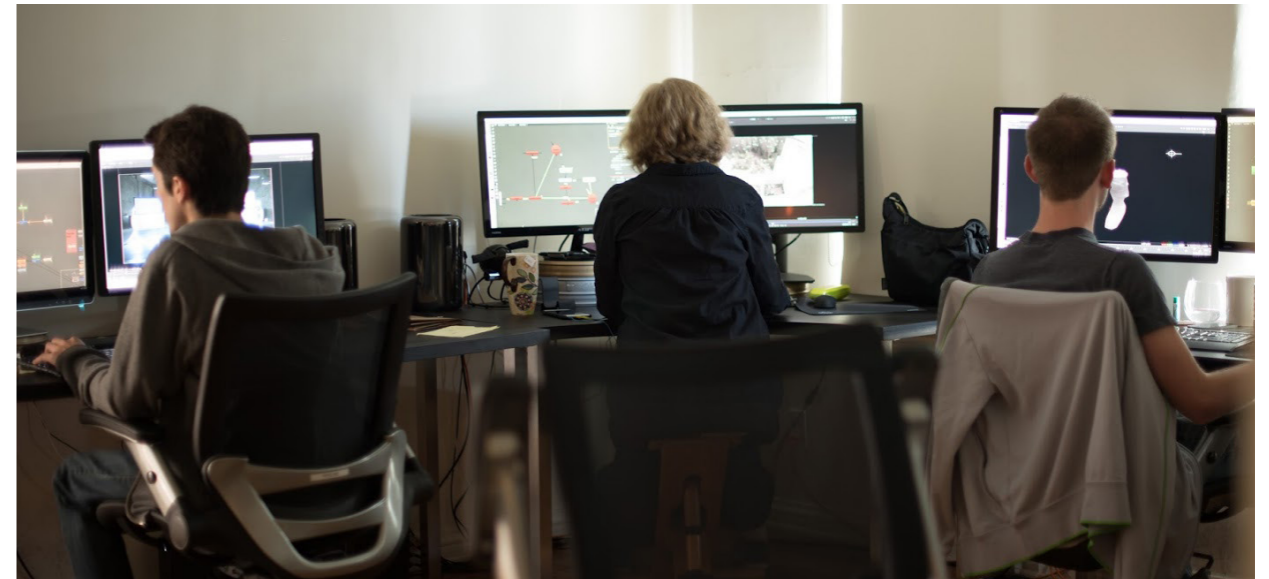
> " Everybody in the facility uses Shotgun. It's essential for all facets for our production. "

Janice Collier, pipeline TD at Mammal, noted that Shotgun has enabled the studio to maintain something that's virtually unknown in today's frantic VFX workplace: a 40-hour workweek. "We're maintaining it because the pipeline is fast enough. Our artists don't have to worry about logistics because we handle all that now in Shotgun," she commented.

GET THE WHOLE STORY: http://autode.sk/mammal

SHOTGUN

Reason #3: Expand Business Opportunities by Leap-frogging Technical Barriers

What's the secret to winning more projects and better projects? It's really no secret at all. Simply deliver consistently superior work on time and on budget, and clients will eagerly seek you out.

But if your technology doesn't keep up with your clients' demands your business may suffer the consequences. Legacy equipment and systems can't scale to today's requirements—and companies stuck on outdated IT risk falling behind. Staying on years-old systems might seem like the economical choice, but the reality is just the opposite. Outdated technology hurts your bottom line by limiting your business opportunities.

Shotgun removes the technology barriers that frustrate you (and your clients) and keep you from bidding on attractive projects:

- **Grow operations** via a cloud-based architecture that makes expansion for larger projects easy and agile

- **Protect assets** through multiple levels of security and constant monitoring for tighter control over data critical to your studio's operation

- **Gain a reputation for superior service** by providing an engaging online (and mobile) review that's more convenient and responsive for customers

Shotgun will help you tackle any project that comes your way with its unique ability to scale operations from a single desktop to thousands of users and millions of tasks a day. That's the kind of flexibility that directly translates into more business opportunities.

Be ready for cloud, mobile, remote connectivity, and emerging technologies. With Shotgun, you can go after the projects you really want.

Customer story: The Sequence Group, Vancouver

Boutique studio The Sequence Group recently worked on a commercial for the *Marvel: Avengers Alliance 2 Civil War* mobile game release and needed to complete 30 seconds of CG in six weeks. At the same time, the company took on a claymation-inspired commercial for Slack, which included 10 CG environments and hundreds of characters. For a relatively small team, the projects could have been insurmountable if they hadn't used the right technology.

THE WORK

Sequence uses Shotgun's Review tools and Pipeline Toolkit to deliver complex projects. According to lead animator Anne Jans, all assets, shots, scenes, and playlists are submitted into Shotgun directly from Maya where everyone on the team can see where the project stands at any given time. This helps them avoid chasing down missing assets or mistakenly working with bad renders. Tasks automatically move along in the chain as things progress, and naming conventions are automated and updated as shots are revised—making it really easy to find the latest version of any shot.

SHOTGUN KEEPS PROJECTS MOVING

Ian Kirby, creative director and founder, says that having a solid pipeline in place through Shotgun saves Sequence hundreds of hours. Mobile review allows team leaders to check things quickly and provide comments without breaking up the feedback loop, and Toolkit

> " We had artists collaborating from offices in Vancouver and Australia, and only had six weeks to complete the 30 seconds of CG. There's no way we could have delivered that job in time without Shotgun. "

alleviates unwanted stress by making it easy for them to make last minute changes from clients across entire sequences automatically. "We relied heavily on the pipeline to keep things moving forward, and we were able to pull it off. Now we can't imagine how we did other projects without Shotgun," Kirby said.

GET THE WHOLE STORY: http://autode.sk/sequence

Reason #4: Elevate Creative Possibilities by Freeing Your Artists to Explore

Ultimately, your company will prosper or struggle based on the quality of the work you deliver to your clients. But quality, per se, is not tied exclusively to artistic talent.

You've probably known it instinctively—and now research has proven—that extreme time pressure from demands unrelated to creative work, such as emailing, note-taking, and task logging, can kill artists' morale. This reflects in more errors and dampened creativity, adversely affecting what's essentially your firm's greatest asset. When drudgework diminishes your artists' creativity, it's a sure bet that clients will take notice.
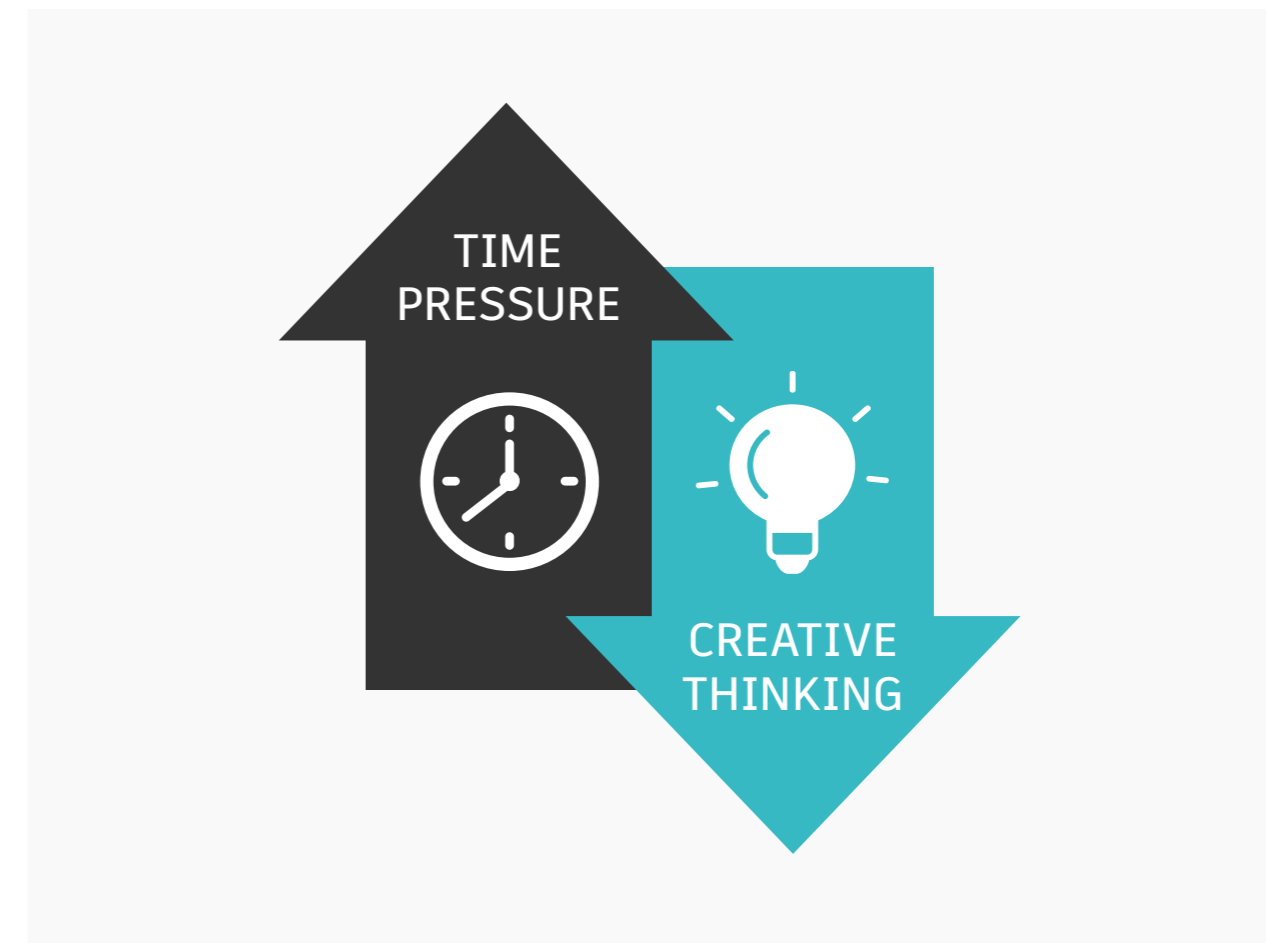
Reason #4: Elevate Creative Possibilities by Freeing Your Artists to Explore

Shotgun solves this profit-busting challenge for your business by keeping artists focused on creating and iterating, not on record keeping or business routines:

- **Automate repetitive tasks** and get them off artists' plates, so they can create even better work while still hitting deadlines

- **Iterate more** by putting annotations on screen and tying feedback to every version

- **Unify workflows** by connecting artist tools in the same database for easy, up-to-date sharing of shots, versions, and notes

With Shotgun, your artists can iterate freely to raise the creative bar while increasing throughput. Leverage your creative tools of choice and stand out in a crowded marketplace. Keep your artists feeling creative every day.

SHOTGUN
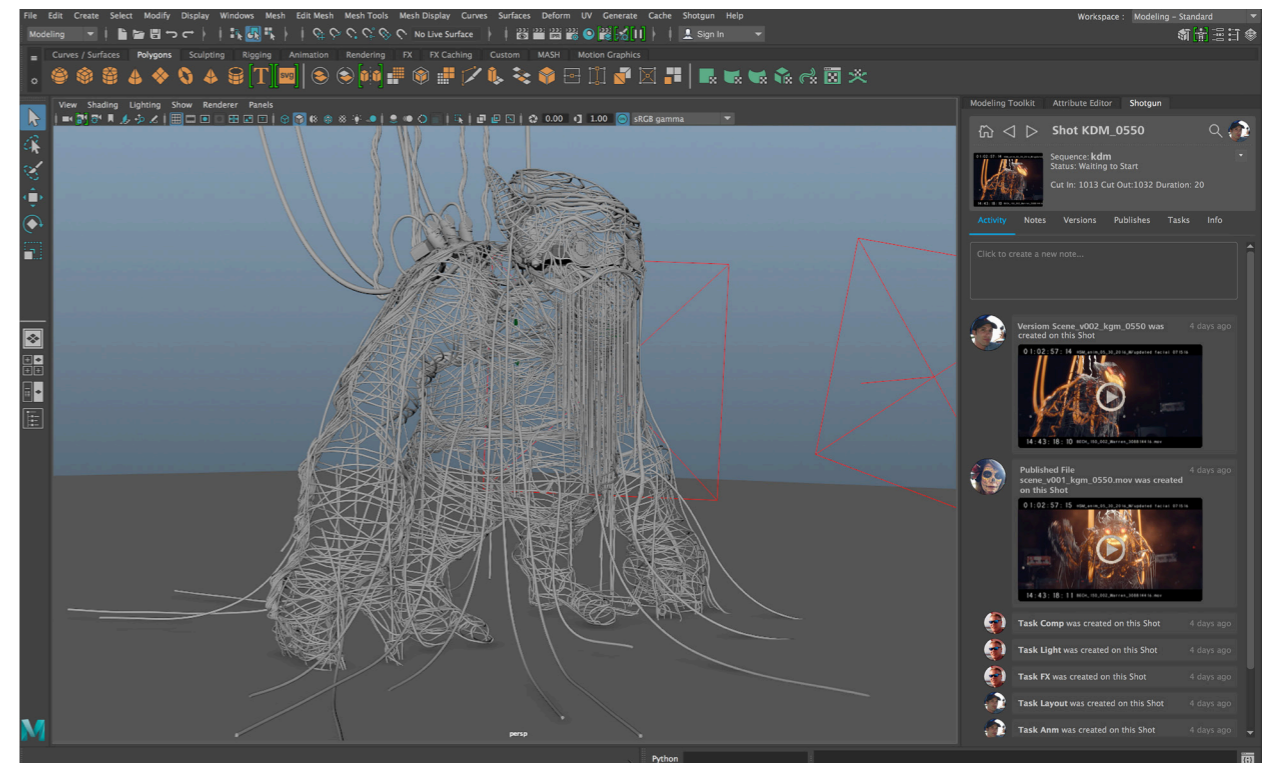
Customer story: DHX Media, Vancouver

DHX Media, located in Vancouver, is one of the world's leading creators and distributors of 2D and 3D animated children's programming. Today, approximately 700 artists, animators, managers, and technical support people work out of the Vancouver production center.

THE WORK

The DHX Media portfolio includes award-winning original series and production for some of the top brands in the world of kids and family entertainment. DHX Media properties are characterized by their stunning visual effects and high production values.

MANAGING A MASSIVE PIPELINE

With 700 artists working simultaneously on any number of projects, Shotgun is the go-to tool that keeps the production pipeline free and flowing at DHX Media. "When I manage a lot of different departments at once, tracking becomes really crucial, and nothing tracks like Shotgun," said Jennifer Anderson, DHX Media producer.

Robin Shea, CG supervisor, especially values Shotgun's unique online review capabilities that allow every stakeholder to see and comment on a work in progress. "The review system is pretty incredible in that we can have every artist involved receive all of everyone's notes," Shea commented.

> " Shotgun is huge for us because it allows our artists to keep the conversation around the artwork and the creative, not the scheduling. "

For Logan McPherson, VP Creative, one of Shotgun's greatest attributes is that it allows artists to stay where they're happiest - in their creative tools. "Shotgun is huge for us because it allows our artists to keep the conversation around the artwork and the creative, not the scheduling," McPherson stated.

GET THE WHOLE STORY: http://autode.sk/dhxmedia

TAKE THE NEXT STEPS FOR YOUR BUSINESS

Now's the time to start your free trial and discover the benefits that your business can derive from using this powerful production management solution.

Start your free trial today:
https://shotgunsoftware.com/signup/

Free for 30 days. No commitment. No credit card required. No catches!