

# s&m

An Ooyala Flex customer

# Smoke & Mirrors



## Customer Profile



- Smoke & Mirrors is a full-service, post production company, driven by creativity. They transform powerful ideas into visual reality for the advertising, film and music industries.
- S&M bring expertise and passion to a wide range of services; design & animation, shoot supervision, colour grading, visual effects and CGI. In addition, S&M have a dedicated print studio focusing on high-end design, retouching and photography.
- S&M have two sides to their post production business:
- Creative for campaign and execution origination involving end-to-end pitch, shoot, production, post production and delivery
- Localization for market adaptation international versioning for 100+ advertisers delivering to 134 markets around the world

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## Customer Requirements and Challenges

To reduce production times so that the business can cost-effectively scale

To be more agile with a small team able to make changes quickly, reacting to challenges and opportunities

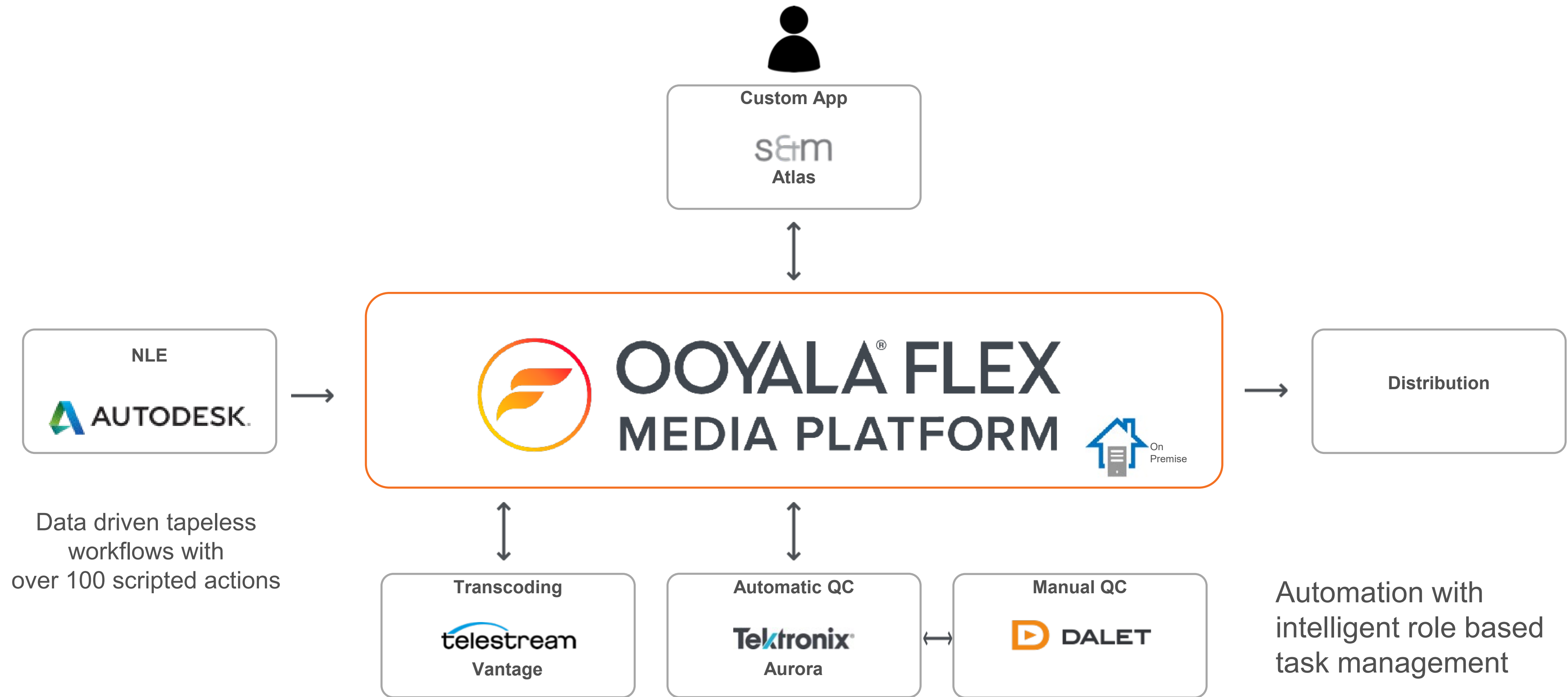
- **Complex business rules** for content QC, Transcode and Delivery
- **Deprecate legacy** systems which are end of life
- **Remove bottleneck** in tape based operations for growing volumes
- **Reduce admin overhead** for production staff
- **Minimise excessive email communication**



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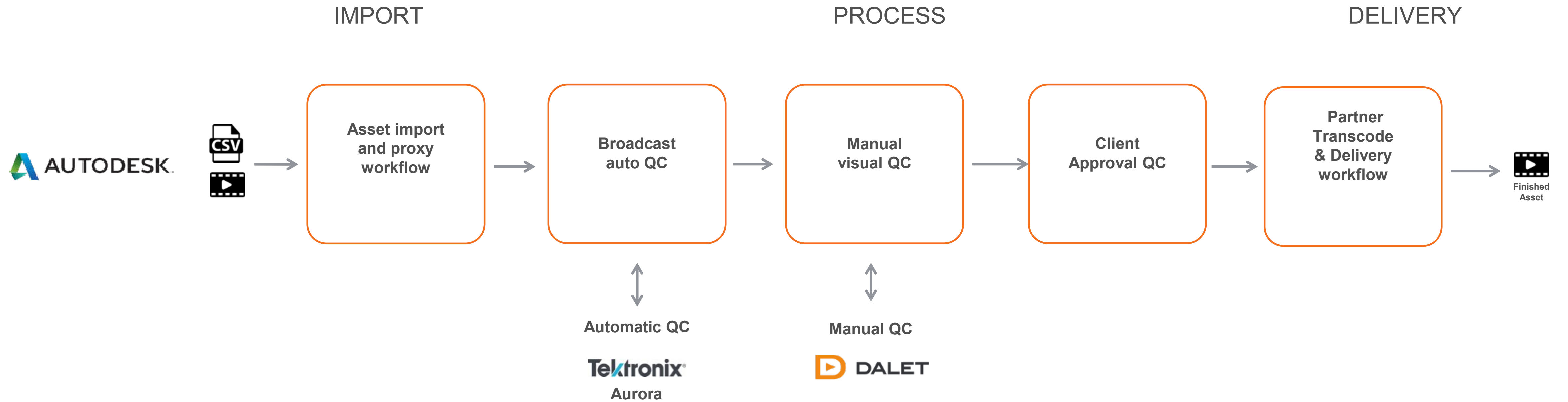
## Solution Architecture



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## Workflow



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## Gained Value

- Reduced post-production project delivery times by 85% by automating workflows and eliminating human errors and redundancy
- Helping a small team deliver big results
- Flexible architecture to react to challenges
- Increased automation to simplify processes
- Reduce human error and duplication

**Reduced production times so that the business can cost-effectively scale**



# smoke&mirrors

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