PFT

CREATE

A Mobile App
for end-to-end
Production
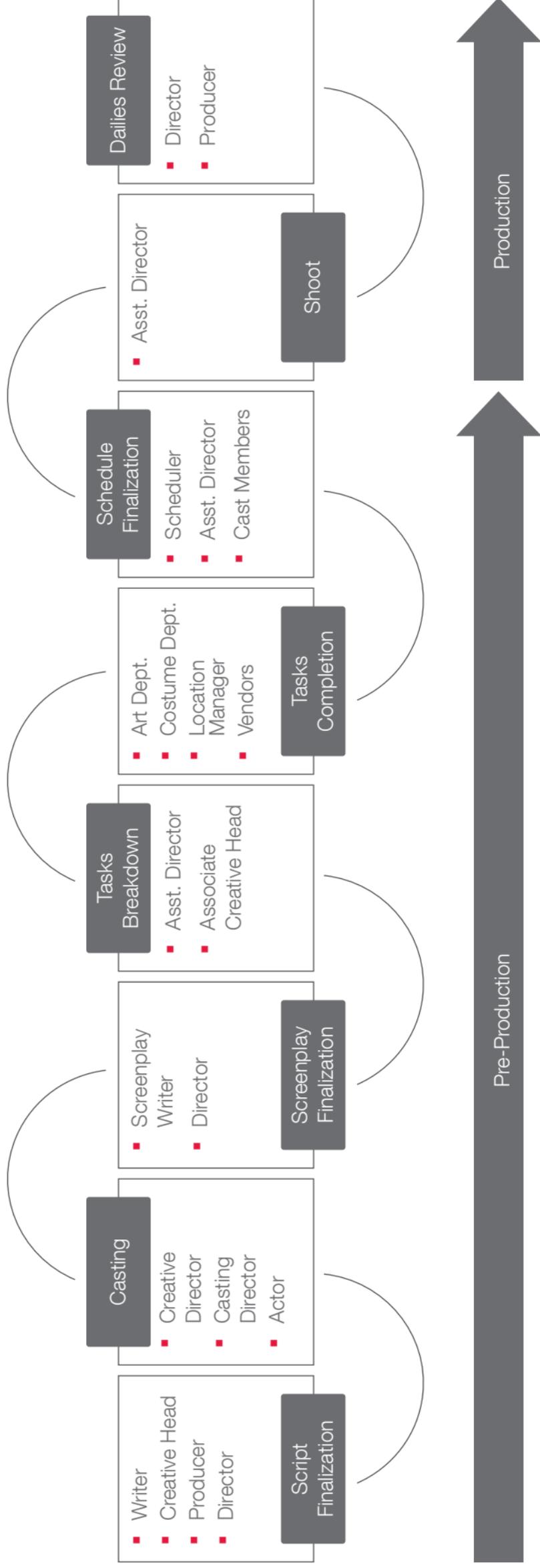Management

What we Offer

A production module of CLEAR™ Media ERP Suite, CREATE as a single software, helps creators digitize end-to-end, the pre-production and production phases of the content creation process. It allows ALL stakeholders engaged in creation – writers, creative teams, cast, technicians, vendors including location managers, art directors, costumers, make-up artists, from day players to producers to collaborate real time on a mobile device. So they can plan and manage production better, and make higher quality creative decisions quicker leading to enhanced operational efficiencies and reduced rework.

CREATE is a revolutionary piece of software application that offers the perfect escape for creative teams from exhaustive, time consuming and menial tasks through digital orchestration. It ensures continuity, access to assets, approvals and inventory management seamlessly.

Business
Context

In the Media & Entertainment (M&E) industry, Production can be an exhausting process with hours spent, managing multiple tasks and people both manually and using standalone systems. The use of disparate systems and manual workflows for key functions like script breakdown & scheduling, script & screenplay reviews, viewing Dailies, document management, casting, locations etc. lead to loss of information, miscommunication and errors. This in turn results in huge cost and time overruns.

Script Finalization
- Writer
- Creative Head
- Producer
- Director

Casting
- Creative Director
- Casting Director
- Actor

Screenplay Finalization
- Screenplay Writer
- Director

Tasks Breakdown
- Asst. Director
- Associate Creative Head

Tasks Completion
- Art Dept.
- Costume Dept.
- Location Manager
- Vendors

Schedule Finalization
- Scheduler
- Asst. Director
- Cast Members

Shoot
- Asst. Director

Dailies Review
- Director
- Producer

Pre-Production

Production

Pre-Production & Production workflows on a disconnected supply chain

Challenges
at Hand

- Use of disparate systems for content creation, leading to lack of real time collaboration & additional costs

- Manual & paper intensive processes at various stages of production

- No system in place to assign tasks and ensure timely completion

- Unstructured, non-contextual collaboration – multiple conversation threads spread across tools/forums

- Inability to promptly communicate last minute changes in shoot schedule

- Variance from Script to Shoot

- Complexity in production logistics, with content being shot across different locations

- Longer Turnaround Time (TAT)

- Absence of centralized resource bank that acts as a casting shop

Key
Features

Script and screenplay review

Auto script breakdown

Digital approvals

Mobile app

Casting process management including access to talent databases

Task management and stakeholder notification including call sheet generation

Location review

Scheduling

Real time collaboration using Instant Messaging (in App), Text, Email
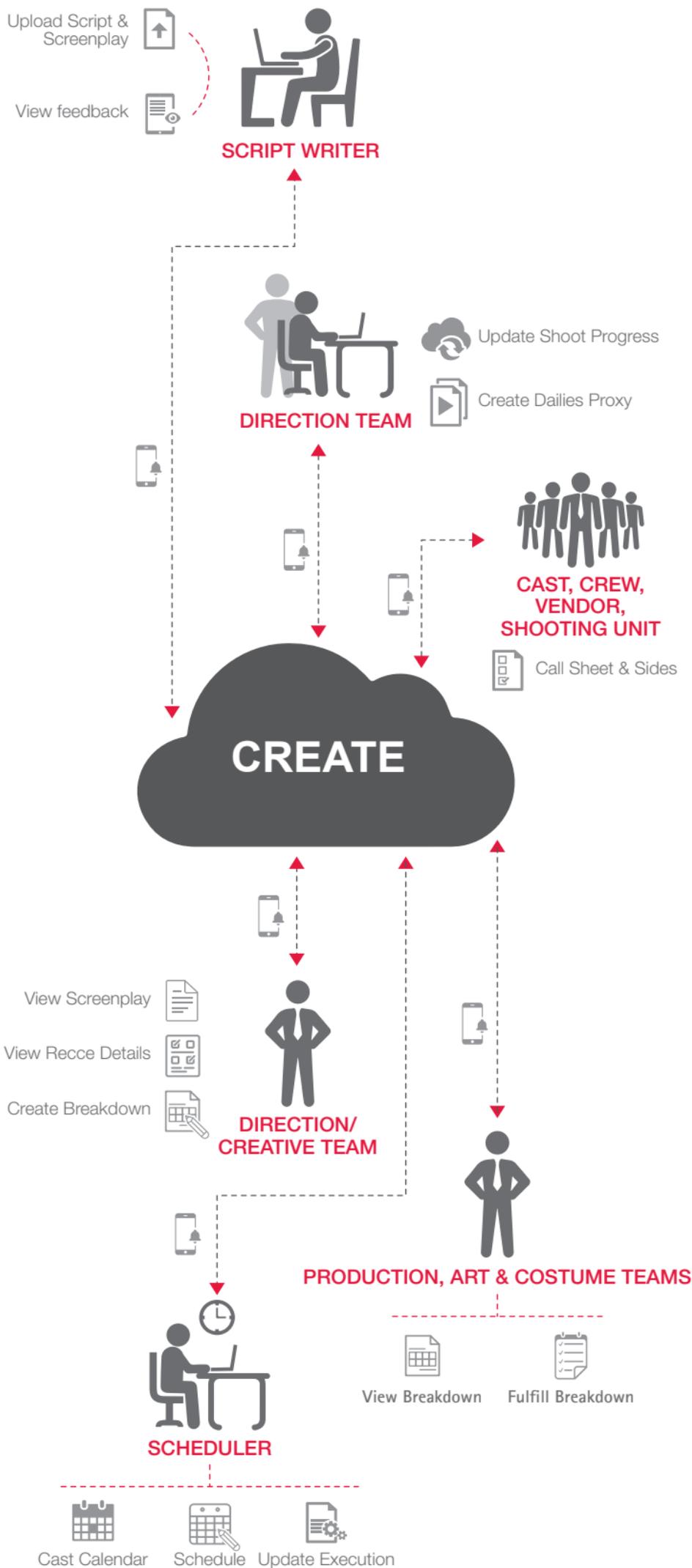
Instant Wrap-up Reports

Centralized digital archives

Foolproof security

How
it Works

Upload Script & Screenplay

View feedback

SCRIPT WRITER

DIRECTION TEAM

Update Shoot Progress

Create Dailies Proxy

CAST, CREW, VENDOR, SHOOTING UNIT

Call Sheet & Sides

CREATE

View Screenplay

View Recce Details

Create Breakdown

DIRECTION/ CREATIVE TEAM

PRODUCTION, ART & COSTUME TEAMS

View Breakdown   Fulfill Breakdown

SCHEDULER

Cast Calendar   Schedule   Update Execution

CREATE: End-to-end production management from Screenplay to Production on ONE software

Business
Benefits

Lower Total Cost of Operations (TCOP)
Increase in average minutes shot per day, reduction
in rework and contract labor costs

Enhanced operational efficiencies with
a connected supply chain

Faster decision making

Faster accessibility to shoot content

Enhanced data storage efficiencies

Centralized resource bank of talent and
vendors, ready for future use