



Success story

Fullscreen

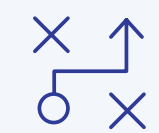
Industry

- Media

Solution

- OpenText™ Hightail™

Results



Streamlines creative review process management



Increases productivity with improved collaboration



Accelerates feedback and approval cycles



FULLSCREEN

Fullscreen streamlines its creative collaboration process with OpenText

Media company enhances productivity and efficiency with OpenText Hightail to accelerate project delivery and client satisfaction

"OpenText Hightail helps us stay organized with work and feedback. Out of all the different suites I've used in my job, OpenText Hightail is the best for realtime feedback."

Ryan Padgham
Senior Designer
Fullscreen





Fullscreen streamlines its creative collaboration process with OpenText

Fullscreen, a full-service digital agency headquartered in Los Angeles, works with the world's leading talent and brands, including 20th Century Fox, the Walt Disney Company and NBCUniversal. The company also provides channel management and optimization services for brands and media companies to grow their presence on YouTube. Fullscreen's network, technology and services are changing the way 600 million subscribers consume content.

Working with multimedia files, such as animation, video and stills, can make for a challenging creative process. Account managers need to ensure the creative is client-ready, designers and art directors constantly upload new content and leave feedback for each other and the operations manager must make sure everything comes together. To streamline creative collaboration between team members and clients, Fullscreen turned to OpenText™ Hightail™, a leading cloud-based solution for file sharing and managing creative reviews.

Prior to selecting OpenText, the Fullscreen team used a variety of tools for project management and numerous file sharing accounts for client-ready files and internal creative review. This led to a disjointed process, especially when it came to client-ready accounts and links. In addition, slow upload times, imprecise feedback, manually recorded timecodes and delayed notifications made internal review difficult.

These issues were especially evident during the busy season, when the Fullscreen team works with upwards of 15 different clients in TV, sports and film. The company desperately needed a more efficient way to move through creative reviews, and Hightail was exactly what Fullscreen was looking for.

Since deploying Hightail, Fullscreen now follows a more efficient process, and the feedback loop has become much faster. With Hightail, the team can easily kick off projects and organize new client requests. From there, the designers can work through creative feedback quickly.

Creative work now goes through a series of internal approvals between designers, art directors and account managers directly in the Hightail solution. The team can keep track of the exact status of various assets and know when it is their turn to make a move.

"Once the design comes in, the goal is to vet it with other team members. OpenText Hightail helps us stay organized with work and feedback. Out of all the different suites I've used in my job, OpenText Hightail is the best for realtime feedback," said Ryan Padgham, senior designer at Fullscreen.

Beyond improved creative management, the team has been using Hightail's hi-res preview features to review content with clients. They no longer need to download large files, as work can be previewed or streamed directly in the browser. Finished work can be uploaded swiftly and keeping client work separate, with dedicated links to a Space in one account, makes it easier for the accounts team to manage.

Other features that contribute to the creative team's enhanced productivity include accountable action items with assigned follow-ups and due dates. Version control assures the team that they are always working off the latest file. Since feedback is clear and approvals are timely, projects require fewer rounds of revisions.

"I love the commenting feature, specifically for animation. Before OpenText Hightail, we would try to give each other timecodes to make adjustments. Now we just need to tag the area on the video that needs to be fixed. It helps us get to the nitty gritty details of each piece that needs revisions. Also, the email notifications come in really fast—as soon as someone comments. This is super helpful in managing the work."

Michelle Hotta
Account Coordinator
Fullscreen



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Michelle Hotta, account coordinator at Fullscreen, described additional benefits she has seen from the solution. ***“I love the commenting feature, specifically for animation. Before OpenText Hightail, we would try to give each other timecodes to make adjustments. Now, we just need to tag the area on the video that needs to be fixed. It helps us get to the nitty gritty details of each piece that needs revisions. Also, the email notifications come in really fast—as soon as someone comments. This is super helpful in managing the work.”***

Between quick uploads, realtime notifications and clear comments, Hightail streamlines the creative process allowing Fullscreen to manage creative reviews faster and more efficiently and with fewer rounds of revisions. Fullscreen and its clients benefit from projects closing faster.

“OpenText Hightail is our hub for creative feedback,” concluded Padgham.

fullscreenmedia.co



About OpenText

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