



## Success story

### Quantum Creative Studios

#### Industry

- Media

#### Solution

- OpenText™ Hightail™



# Quantum Creative Studios unlocks imagination and productivity with creative collaboration technology

**Entertainment producer enlists OpenText Hightail to centralize and accelerate the creative review process**

## Results



**Centralized management** of the creative review process



**Accelerated** feedback and approval cycles



**Enhanced** productivity with improved communication and collaboration

***"OpenText Hightail is a great way for us to share creative images and ideas back and forth, not just within Quantum Creative Studios, but also with some of our vendors and clients. Our creative and project management teams know that they can look in one single location to find the most recent feedback on our work."***

**Jayson Raitt**  
Chief Executive Officer  
Quantum Creative Studios



**From theme parks, museums and casinos to cruise ships, retail centers and Broadway stages, Quantum Creative Studios works behind the scenes to bring imaginative concepts and unique content to life for innovative and immersive entertainment, experiences and exhibitions.**

Be it a new show for Princess Cruises or a nighttime spectacular for Mall of America, Quantum Creative Studios juggles multi-faceted creative and technical projects for numerous clients. ***"In many cases, our clients reach out to us to generate creative ideas and concepts to meet their needs and objectives. It is our job to connect with our clients and understand their goals. Using that information, our team begins to create concepts, first with narratives, then concept sketches, then illustrations and finally production,"*** explained Jayson Raitt, chief executive officer at Quantum Creative Studios.

Keeping track of comments from various stakeholders on so many creative and technical elements is no easy task, and it was quickly becoming an overwhelming issue for Quantum, as they lacked a centralized way to manage the feedback. The team considered a number of products to tackle the problem, but many of the workflow tools were too restrictive, and did not meet the company's unique creative and production needs. As the situation reached a breaking point, Quantum found the solution—OpenText™ Hightail™, a creative collaboration tool purpose-built for creative reviews, as well as file sharing and project management.

***"We needed the solution to be very malleable because we work across a lot of different disciplines, with many creative and technical artists and designers. We were thrilled to find OpenText Hightail, which offered the flexible solution we needed. In short, we could make the Hightail platform work for us, rather than try to wedge our process into someone else's idea for how we should work,"*** said Raitt.

With little time for a lengthy implementation, Quantum quickly deployed the Hightail solution in a seamless fashion. Now, as project ideas and concepts are transformed into drawings, artwork or drafting and finally into physical construction, the creative team uses the platform as a centralized place for designers to upload content and for stakeholders to review and comment.

***"What's great about OpenText Hightail is that it's a very simple way to access and share documentation and call out notes and specifics that everyone can see, especially on drawings. There are a lot of drafting, fabrication and construction documents that we need to comment on. As a creative collaboration platform, Hightail has provided a single clearinghouse for creative feedback and comments,"*** noted Raitt.

Since raising the curtain on the Hightail solution, Quantum Creative Studios has realized significant benefits, including improved communication, collaboration and productivity. In the past, miscommunication was common, with no central location for the volume of comments from multiple stakeholders around so many assets. Now, the feedback process is streamlined and consolidated, resulting in less confusion, fewer rounds of revisions and faster project delivery.

Collaboration among stakeholders has also improved with Hightail features such as approval routing, follow-ups with actionable notifications, due dates to keep tasks and people on track, and version control to ensure the team is always working from the latest version of a document. While Quantum Creative Studios largely uses Hightail for internal team collaboration, improved client collaboration has also been facilitated with client-ready views of assets via dedicated workspaces, as well as the ability to collect feedback from multiple reviewers directly on the creative asset and let stakeholders know when their input is required.

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Ultimately, the new solution has boosted productivity at Quantum Creative Studios. By centralizing the process, everyone is on the same page and the assets are in one place. By giving multiple reviewers the ability to comment in realtime, feedback delays and confusion no longer slow down the approval cycle, which saves the company time and money.

***“We have many people who need to comment on a file, but we had no central clearinghouse. That’s what OpenText Hightail has been most helpful with. The pure volume of what we do, with staff working either in the office or remotely, as well as contractors—there’s a lot of information coming in and a lot of sharing of information. OpenText Hightail helps us keep track of all of that,”*** explained Raitt.

With Hightail’s flexible collaboration platform, Quantum Creative Studios has helped its team stay focused on what it does best—using imagination and technology to create inspiring and unique entertainment experiences. ***“With OpenText Hightail supporting our creative and technology process, we have better organized our procedures, we have enhanced communication and ultimately saved time. OpenText Hightail is a great tool for our needs,”*** concluded Raitt.



## About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](https://opentext.com).

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