

Contender Productions



Contender Productions started out as a broadcast department for PPK, an advertising agency in Tampa, but grew to become an award-winning independent full-service production company specializing in advertising, digital, television and film. As a small broadcast department, Contender's needs were met with a simple fiber-connected media solution, but as the organization and client list grew, so did their storage and workflow requirements. Contender needed a future-proof, reliable solution that would enable them to build a robust foundation from which to scale their growing business.



When beginning to research the solution to these new organizational demands, Contender also needed to take workstation requirements into account. With cameras now being able to shoot in 4K / UHD, even with a powerful system, there was the problem of being able to edit raw or decompress footage. Their original workflow involved transcoding overnight using personal workstations with the editing process beginning after all the files were transcoded. Contender needed to address this issue, alongside their desire to create a standard in their workflows that would enable a coordinated process, allowing the team to focus on the quality of their work versus storage issues, missing files or bad connections.

"When it came to sourcing a vendor to solve Contender's needs, the decision was a simple one", according to Chanse Chanthalsy, Studio Executive at Contender Productions. "CIS Group just knows what they are doing. With their solid experience and reputation along with a strong partnership with Avid, I was certain that no one else would be capable of handling Contender Productions' wishes as well as they would". CIS Group worked alongside Contender to understand their needs and pain points, and ultimately design a new workflow and storage solution that would grow with the business and surpass their needs. That workflow needed to revolve around an Avid solution, as Chanthalsy states "It isn't about the software, it's about the process and mentality that Avid provides. Avid teaches my team to be organized and understand the industry in which we work, providing a solid foundation to produce exceptional, award-winning work upon. I believe Avid has taught us all organization."

Case Study

PROJECT OVERVIEW

- ▶ GLOOKAST media | producer
ultimate - file ingest & transcoding solution
- ▶ Avid Interplay, MediaCentral | UX,
NEXIS | E4, Media Composer |
Ultimate & Pro Tools | Ultimate

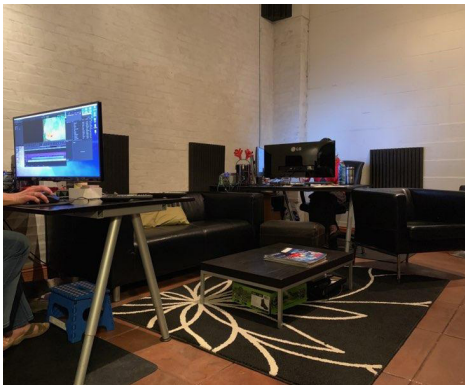
"When it came to sourcing a vendor to solve Contender's needs, the decision was a simple one"

Chanse Chanthalsy,
Studio Executive, Contender Productions

Contender Productions



With the addition of GLOOKAST's media|producer ultimate, Contender no longer had to wait for transcoding to complete overnight before beginning to edit, as a result of GLOOKAST's support for growing files. Editors now gained the ability to transcode content quickly, allowing them to create multiple resolutions and mezzanine formats, edit with proxies, relink to 4K media, go into a coloring tool and link read files to proxies for high-end color grading and finishing. Additionally, the ability to remote uplink media from an offsite location, gained through MediaCentral | UX, ensured that finishing editors were now able to log in remotely to make timely edits as required. With editors now able to use their workstations for other projects in the queue and multiple people now able to work on the same project simultaneously, from graphics to audio and post, any delays to the workflow were now negated, ultimately rendering the end-to-end workflow more efficient. Contender also benefited from media|producer ultimate providing social media files for Contender Productions' advertising partners PPK.



With the system now in place, Contender Productions has seen a number of notable improvements to their workflow. The addition of Avid Interplay has brought file organization and time efficiencies, with MediaCentral | UX improving the ability to remote edit. Additionally, Interplay enables non-Avid editors to browse, search, and add metadata and notations to the content found on their NEXIS | E4, further streamlining their review and approval process. Contender is now able to move quicker than ever and has gained the confidence that they can take on any future challenges with ease. While the addition of extra steps to the setup protocol was a bit of a learning curve for the Contender team, the result was an organized, efficient system that the team is confident in using. With that in place, Contender is able to pour their focus and creativity on their clients and the influx of work instead of on the stability of their system. With only a portion of the system currently being utilized, Contender can now scale its business without needing to worry about future functionality.

"CIS Group is committed to ensuring Contender's satisfaction. Jeayces Ramos (CIS Group's Director of Sales) not only became my go-to guy, but also became a good friend. If I need anything, JC is always open-minded and very honest in his response, putting the needs of Contender first. Our studio is built on trusted relationships with clients and vendors, and we have that with CIS Group. This project has benefited Contender Productions immeasurably and been a pleasure overall." Summed up Chanthalansy.

Check out Contender's work at www.contenderproductions.com

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"With the system now in place, Contender Productions has seen a number of notable improvements to their workflow."

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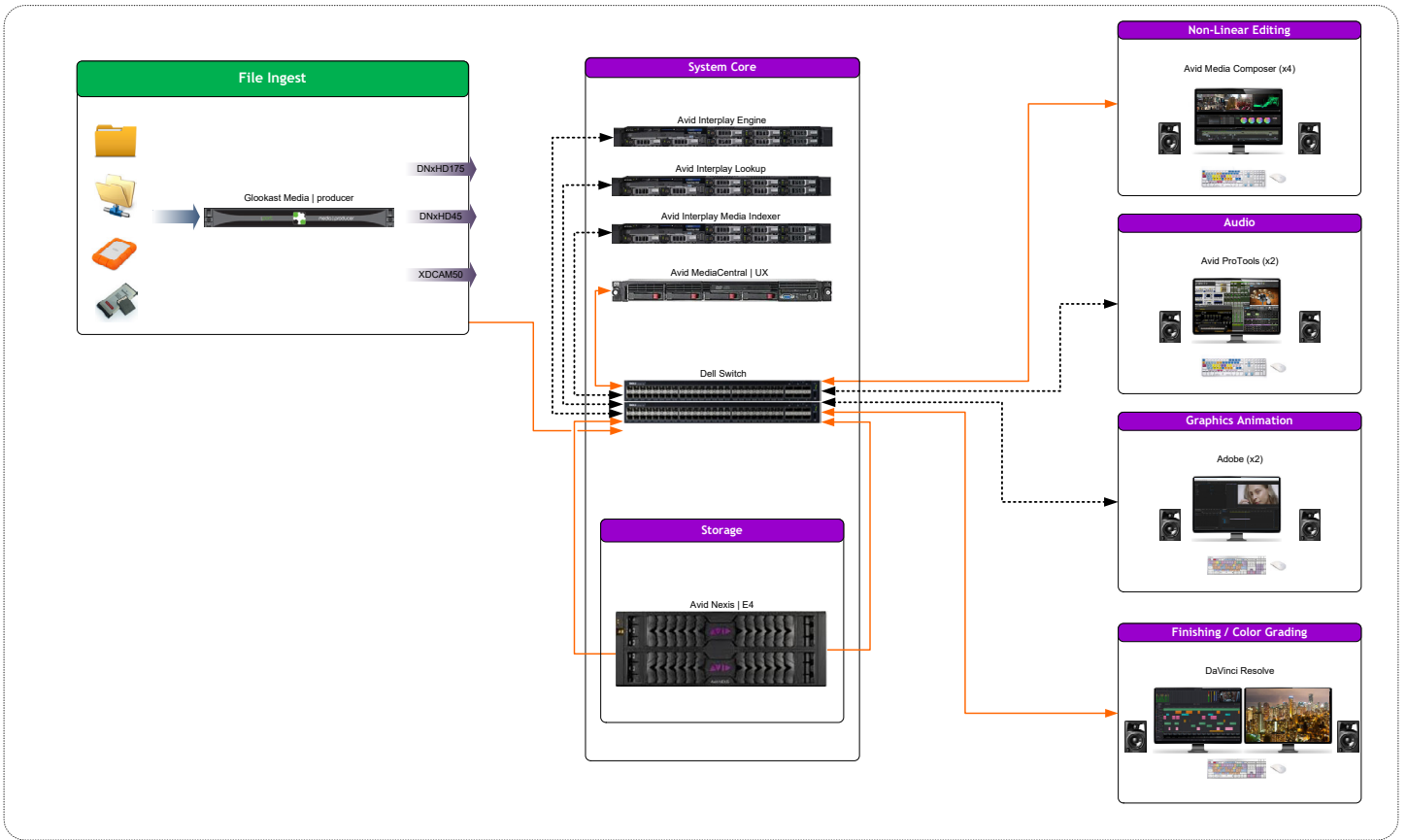
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1000BaseT Ethernet - Copper>
 10 Gigabit Ethernet - Fiber ———>

