



CASE STUDY

WILD WOODS PICTURE & SOUND

Based in Los Angeles, CA, Wild Woods Picture & Sound is an independently owned, Emmy and Academy Award winning post-production facility.

Why Wild Woods Picture & Sound upgraded from ScheduALL™ to the Media Operations Platform™

BACKGROUND

Wild Woods was founded in 1988 and is known as an industry-leading sound house. In 2016, Wild Woods merged with Atlas Digital to offer full-service enterprise-level post-production services, including picture-finishing, advanced mastering, and QC services. Wild Woods had utilized ScheduALL to manage its media operations since the early 2000s.



CHALLENGE

The main challenge Wild Woods faced was that the ScheduALL operating system was aging and lacked modern tools like dashboards, data tracking, and personalization needed to optimize media operations today.

1

AGING LEGACY SYSTEM

Though still a useful tool for scheduling, ScheduALL lacked the modern benefits the Media Operations Platform provides, including personalization of layouts that allow for the templating of workflows across the team.

2

NOT CLOUD-HOSTED

As an on-premises solution, ScheduALL requires continuous support and maintenance from the Wild Woods IT team.

3

LESS DATA

ScheduALL lacked the ability to generate reports on personnel and resource utilization which was preventing Wild Woods from optimizing its resources on a project.



OBJECTIVE

Wild Woods Picture & Sound sought to migrate their legacy ScheduALL system to Xytech's modern Media Operations Platform, allowing for centralization of information, generation of data-rich reports, and an increase in security, with the ability to access the platform from anywhere due to cloud-based hosting.

SOLUTION

Xytech's Media Operations Platform™

BENEFITS



Purpose-built for media production teams



Modern, easy-to-use platform, based on Xytech's 30+ years of industry experience



Ability to personalize layouts and templatize workflows, enabling operators to quickly process information



Centralization of information allows for real-time visibility



Personnel and resources managed in one-system, allowing for analysis on optimization of resources



Generates data-rich reports for analysis



Cloud-hosted platform which alleviates in-house maintenance and is includes quarterly updates

RESULTS

In utilizing Xytech's Media Operations Platform, Wild Woods was able to develop templated processes that reduced emails, prep work and unified operators with real-time visibility into Wild Woods data. Additionally, management can optimize operations based on reports, boosting employee engagement and customer satisfaction.



INCREASED

- Productivity
- Automated workflows
- Centralization of information
- Utilization of resources
- Customer service



DECREASED

- Manual workflows
- Emails
- Hours spent in prep-work
- Operational bottlenecks

FUTURE PLAN

Wild Woods believes that by implementing Xytech's platform, they will ultimately be able to increase efficiencies further by uniting finance and operations as one cohesive end-to-end system.

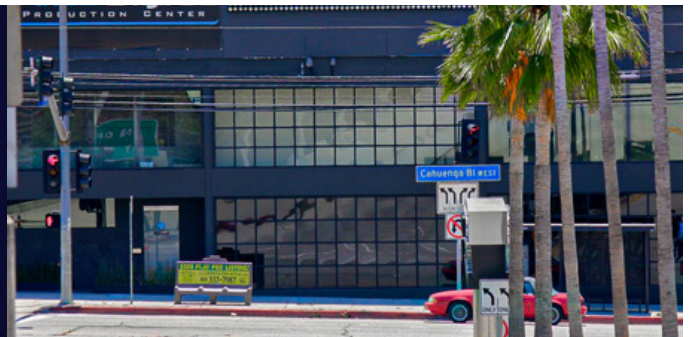
Areas of Growth

- **Increase in Projects:** able to more efficiently manage its scheduling of resources and personnel through data analysis.
- **Asset Management:** through Xytech's Platform the amount of time spent managing assets will continue to dramatically decrease
- **Unify Departments:** unite operations and finance under one umbrella by integrating Quickbooks and streamlining the process of billing.



"Xytech Systems is just the gold standard."

-Andy Nakane
VP of Operations,
Wild Woods Picture & Sound



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