



## CASE STUDY SUNSET GOWER & SUNSET BRONSON STUDIOS

880,000 sqft of sound stages, post-production, and office space used by independent producers, movie studios, and television networks.

### How Sunset Gower and Sunset Bronson Studios streamlined the complex operations of two studios

#### BACKGROUND

Sunset Gower Studios is a 15.6-acre media and entertainment property located in the heart of Hollywood, CA. The property is comprised of almost 400,000 sqft of office and support space, along with 12 sound stages totaling nearly 175,000 sqft. Built in the 1920s, it's primarily used to produce single-camera ("film style") television, feature films, and commercials.

Sunset Bronson Studios is a 10.6-acre media and entertainment campus immediately adjacent to the Sunset Gower Studios. The property consists of over 300,000 sqft, half of which is dedicated to sound stage facilities. The property also serves as the home of KTLA, one of the largest independent television stations in the U.S. Sunset Bronson Studios offers a full complement of production, post-production, and support facilities and is primarily used to produce multi-camera (live or live-to-tape) television programs.

#### CHALLENGE

The main challenge Sunset Gower and Sunset Bronson Studios faced was that the two facilities were using separate and incompatible systems to manage their business operations.

1

##### NO CENTRALIZED SOLUTION

The Studios operated as two separate business with zero operational integrations.

2

##### MANUAL WORKFLOWS

Spreadsheet-based processes were inefficient, making financial analysis and reporting difficult and tedious.

3

##### LACKED SARBANES-OXLEY

The company needed a single system that would support its expanding operations and also be compliant with Sarbanes-Oxley (SOX) regulations.



## OBJECTIVE

The Studios sought to implement a solution that would allow them to operate under the same umbrella while reducing the number of manual workflows. Additionally, they wanted to generate reports that would enable them to control outside costs more efficiently and effectively. They also sought to implement a solution that would make them compliant with Sarbanes-Oxley (SOX) regulations.

## SOLUTION

Xytech's Media Operations Platform™

## BENEFITS



Designed specifically for Media and Entertainment companies



Highly customizable



SOX compliant in the purchasing and billing departments



Hands-on implementation by Media and Entertainment experts in < 90 days



Streamlined scheduling, billing and reporting



Met specific requirements of each facility but also enabled combined reporting



Automated workflows lead to decrease in personnel hours

## RESULTS

The company is now operating with a fully SOX-compliant system with reporting on combined operations for multiple divisions. Facility, personnel, and equipment utilization is optimized. People are spending significantly less time on paperwork and more time doing things that help the company succeed.



### INCREASED

- Efficiencies
- Visibility into workflows
- Centralization of information
- Optimization of resources
- Revenue



### DECREASED

- Manual workflows
- Spreadsheets, emails, word docs
- Length of accounts receivable cycles
- Operational bottlenecks

## FUTURE PLAN

The Studios believe by implementing Xytech's Media Operations Platform, they will be in a position to scale business and still remain SOX compliant with ease.

### Areas of Growth

- **Reporting:** through Xytech's data-rich reports The Studios will have a greater ability to project revenue
- **Scheduling:** through the platform, The Studios will have greater visibility into bookings and rental equipment, enabling assets to be rented out more frequently.
- **Scale:** in utilizing a fully integrated, robust system, management is confident operations can be expanded



**Xytech has vastly improved the reliability and accountability of our operations."**

-Jeremy Jacobs,  
Director of Operations, Sunset Bronson Studios



+1 818.698.4900  
xytechsystems.com

9410 Topanga Blvd, Ste 400  
Chatsworth, CA 91311