Crawford Communications Automates Their Business Operations With Xytech Software

Overview

Country: Atlanta, Georgia USA

Industry: Electronic Media Services: Satellite, Production, and Post Production

Customer Profile:

Founded in 1981, Crawford Communications is a leader in the electronic media services industry and offers domestic and international clients a full spectrum of video, film, audio, and satellite uplink services.

CASE STUDY

Business

Crawford Communications had a need to streamline and automate its entire diverse operations that included post production, production, and satellite services. In addition, Crawford wanted to replace its current non-integrated applications with an end-to-end single solution running on Microsoft SQL Server database.

Solution:

Xytech Enterprise modules

- Workflow Core/Job Management
- Bidding
- Resource Scheduling
- MetaVault© Library
- Media Order/Duplication
- Transmission
- WebView
- Divisions/Multi-Company
- General Ledger/Banking
- Receivables/Collections
- Payables/Purchase Order

Benefits:

- Streamlines and standardizes the entire company with one integrated application, Xytech Enterprise
- Provides a complete solution for managing and scheduling all resources including facilities, post production suites, satellite operations, and mobile units.
- Dramatically lowers the total IT cost involved in managing applications and end users.

"The Xytech Systems software enabled us to have an end-to-end scalable solution which increased our efficiency and reduced our overhead, and is everything we could have wanted."

- Samuel Dudley, Manager of Information Services

Customer Profile:

Crawford Communications in Atlanta, Georgia, is a leading electronic media services company that offers clients a full spectrum of video, film, audio, and satellite services. This includes film transfer, digital and HD post production, sound design and mixing, 5.1 surround sound, DVD authoring, standards conversion, streaming media/web casting, online services, satellite transmission, television network origination and playback, transportable satellite truck services, multi-camera production trucks, studios and remote video production. The company has performed more than 100,000 uplinks for clients in various industries, originates/turns 135 full-time cable networks and provides satellite services for more than 500 clients.

Business Situation:

Crawford Communications has diverse business operations with divisions that handle post production, production, and satellite services. They had an array of disparate applications that were not integrated and provided insufficient capability to serve and grow the business. As a result, Crawford Communications researched solutions that could provide an integrated solution for several of its applications including accounting, data storage and scheduling, plus comply with their security requirements.

For example, employees would enter data in one application and then duplicate their work in another application. By manually entering data in several systems, inconsistencies occurred and much effort was needed for manual data entry and error checking while reducing the speed of the business cycle and attention to their actual media operations.

By consolidating its disparate systems into a unified solution, Crawford Communications anticipated an increase in efficiency and a reduction in overhead as a single system would be easier to maintain and total costs of ownership (TCO) would be lower.

Solution:

Crawford Communications searched for available solutions that would meet their requirements of a cost-effective, modular, integrated solution that utilized a single data repository.

After an extensive search and comprehensive product evaluations, Crawford Communications selected Xytech's Enterprise software. By deploying a range of Enterprise modules Crawford Communications gained a solution that automated and streamlined every step of its business operations, from bid submission to banking and order fulfilment. Crawford Communications deployed the full suite of core Enterprise modules, including Workflow/Job management, Scheduling, Library, Accounting, Transmission, and WebView.

Xytech Professional Services staff assisted Crawford Communications in all implementation steps starting with project initiation, consultancy, workflow analysis, customizations, data migration, and end user deployment. Once the modules were fully tested and deployed, Xytech provided a series of end-user training for administrators, power-users and employees.

Samuel Dudley, Manager of Information Services, Information Technology at Crawford Communications, stated, "Deploying the Xytech Systems software enabled us to have an end-to-end scalable solution which increased our efficiency and reduced our overhead compared to the prior 3-tier system we were utilizing. In addition, the support by Xytech Systems' technical staff has been superb and everything we could have wanted."

Benefits:

Xytech was the only vendor that could offer a modular and complete, integrated solution for scheduling, asset library management and accounting with a single, easy-to-use interface. By switching to Xytech Enterprise, Crawford Communications is now able to leverage the power of an integrated system which includes:

- standardized database management on SQL Server rather than Oracle, as well as a multi-directional interface for accounting which prevented inconsistent data;

- increased efficiency since data is no longer out of synchronization between operations and accounting, which also fosters greater teamwork between the divisions;

- with operations being integrated into the accounting process, work is being invoiced faster with greater accuracy and less paper forms than with the traditional systems;

- upkeep and operating expenses declined as there was no longer a need to maintain 5 disparate systems for tasks now performed by Xytech Enterprise;

- security increased as confidential data was migrated from a sub-standard security environment to Xytech.

Jay Pound, Database Administrator at Crawford Communications, stated, "The Xytech Enterprise installation was the smoothest deployment of any application vendor that we have ever had, and we were able to bill efficiently starting from the first day of going live. That was a huge comfort for us in the IT department. I am very satisfied with the performance."

Since the deployment of the Xytech Enterprise software, Crawford Communications has gained immediate dividends and has been able to streamline the way in which it does business. With one integrated application combined with a Xytech multi-company feature called Divisions, all the divisions of Crawford Communications have fostered a greater sense of teamwork and enhanced the corporate culture between divisions. As a result, Crawford Communications is evaluating the possibility of further expanding the use of the Xytech Enterprise software by acquiring additional modules as it moves forward into digital media production and workflows.