



RED GIANT VOLUME PROGRAM – FLUID MANAGEMENT OF CREATIVE LICENSES

Supporting the multiple broadcast platforms of Sky TV is the world-renowned in-house agency Sky Creative. Sky Creative is responsible for brand, programme graphic and promotional material for the Sales and Marketing Group and Sky Channels, which could be anything from commercials for Sky brands to promoting the latest Game of Thrones season, to the graphic assets used within the highly popular Sky sports programs.

“We work with a lot of freelance talent whose time is heavily booked. So from both the budget and availability standpoint, we absolutely cannot afford to lose half a day on a project because we couldn’t locate the right software license. Being able to get our editors and motion graphics artists outfitted with the proper tools and software before they even walk in the door allows us to optimize the time they spend on a project and, in return, the budget we spend for their time and talent.”

- Simon Greening, Head of Technology and Operations



RAPID DEPLOYMENT

Floating license model makes it easy to deploy software and move licenses from machine to machine, eliminating the need to manually track license information.



BUDGET CONTROL

The annual subscription is fully inclusive of all upgrades, maintenance, support and the server software. There are no additional or hidden charges.



Sky Creative

Established 1990

300-400 Staff (depending on the projects)

Isleworth, UK

www.sky.com

“Our resource needs fluctuate with the Sky TV programming needs. At any one time, there could be as many as 350 people working on Sky Creative projects. That figure covers the whole range of talent, from producers to campaign managers to graphic designers and visual effects artists,” states Simon Greening, Head of Technology and Operations at Sky Creative. “In addition to our video projects, we also have a big demand for still imagery which is used for the Sky TV advertising you see on the side of buses and billboards. All of this content is produced in-house at Sky Creative using a mix of staff and freelance talent.”

ACCESS TO THE RIGHT TOOLS AT THE RIGHT TIME

With so many people working on so many projects at any given time, managing the creative team’s software resources and workstations was a real challenge for Sky Creative.

“It’s not uncommon to get a last minute request from a designer to install a specific plugin on their workstation, and more often than not, that plugin is running on another machine in a completely different location,” comments Greening. “We also run into problems with designers using older versions of software and can no longer continue the phase of work they’re on because they need to collaborate with someone who is using a newer version.”

Because Sky is an enterprise company, even simple tasks such as purchasing and installing a plugin can take three or more days because of the lengthy procurement approval process, making these last minute requests particularly difficult to fulfill. The Red Giant Volume License alleviated these issues by giving the team access to the latest software the moment they needed it, from any system in the creative department.

SOFTWARE LICENSE MANAGEMENT MADE SIMPLE

The Red Giant Volume Program makes tracking and managing a large number of individual subscription licenses incredibly easy for customers like Sky Creative. And by using a floating license server model, management can rest assured that the entire production team is working on the same up-to-date versions of Red Giant products, whether they are permanent staff or a freelancer using a shared workstation.

“We’ve got Adobe Creative Cloud installed across all of creative, and because Red Giant plugins complement the Adobe suite so well, almost all designers are using one flavor or another of the plugins for their projects,” explains Greening. “Until we had the Red Giant Volume license server, it was very hard to track and maintain where the Red Giant plugins were installed and whether or not the plugins were being used and, hence, which ones were available to give out. Today, we are able to get detailed usage reports and know exactly what licenses are available and, in moment’s notice, can install them on any Sky Creative system without disrupting the talent.”



ACCURATE BUDGET FORECASTING MEANS TOTAL CONTROL

While volume licensing makes managing software incredibly easy for Sky Creative, it offers the added benefit of making the budgeting process far more transparent for the management team, which allows them to control costs and more accurately predict spending. With annual subscriptions, Sky Creative has access to the Red Giant software suites they need as well as the license server software, support and regular product updates at one upfront cost – and no surprise fees. Best of all, the license server can produce detailed usage reports, so facilities like Sky Creative can make smarter buying decisions as their needs evolve.

“Having the license server and enabling people to update as they go or as they require packages relieves a lot of the pressure for me from the system administration point of view,” Greening comments. “People will always want the very latest, especially if it’s a feature that is used widely or is trendy, but up until now, we’ve only been able to upgrade our systems once every year.”

He continues, “With the Red Giant Volume Program, we have the ability to always be up to date on the latest software upgrades and have the freedom to make those updates anytime we want or need, without breaking our budget. Plus, things like how many users are accessing the software and which parts are they accessing, become transparent to both Red Giant and ourselves. So, when it comes to renewal next year, we can have a much more informed conversation around what we need.”

For Sky Creative, it’s extremely useful to be able to predict and report to finance a year in advance what they’re going to spend on software, with factual reports to back up those claims. “We’re able to ensure that we’re actually using the software and, as a result, give our guys the best tools on the market.”

The set pricing of the Red Giant Volume Program allows Sky Creative to not only manage existing costs, but to properly forecast future expenses, giving them complete control over spending and, more importantly, over results.

For more information on the Red Giant Volume program, please visit <http://www.redgiant.com/volume/>.

CHALLENGES

- Once-yearly software upgrades mean working with outdated software that is often times different from a colleague’s version
- Difficulty sharing licenses between 350 workstations and ensuring artists have the necessary software on their workstation
- Inability to track usage and predict future budgetary needs

SOLUTIONS

- Simplified distribution of floating licenses enables Sky to bypass lengthy procurement process and provide designers with the latest tools as required
- Floating license server facilitates easy “check out” of licenses when and where needed in order to meet production requirements
- Detailed usage reports allow Sky to understand who is using what software, providing transparency into the production chain as well as for budgeting purposes

RED GIANT VOLUME PROGRAM

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NO HEADACHES

IT Administrators can now manage and deploy software licenses easily through the use of a floating license server model.



ALWAYS UP TO DATE

No more wondering if you're using the latest software version. With the Volume Program you can always be up to date.



AFFORDABLE

Your IT administrator can track product usage so your organization only has to purchase what they really need.



BUDGET CONTROL

The annual subscription is fully inclusive of all upgrades, maintenance, support, server software and render nodes. There are no additional or hidden charges.



At Red Giant, we want to make sure that everything about our relationship with you just works. The Red Pledge is our guarantee that we will always be reasonable and fair. We believe in no hassles. Just happiness.

VISIT [REDGIANT.COM/VOLUME](https://redgiant.com/volume)

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