

North Shore Studios Makes Navigata a Film and TV Star

The Challenge

When a production company shoots a television show or a feature film, their directors, producers, and editors review the new footage as soon as possible before moving on to new sets and locations. With teams split between Vancouver and Los Angeles, they had to transfer and post the footage onto video tape, put them on a 6am flight, and the footage typically made it onto the desk of the decision makers at 10am. It was also the location photos, the daily call sheets, the budgeting applications, and payroll that they wanted to share between the sites, and couldn't. Peter Leitch, President of North Shore Studios said it all, "Our clients found this process so labour and time intensive, that they tried solving it themselves by bringing T1 lines into the production studios. It gave them a faster way to transfer the files, but it was hard to set up temporarily, was costly, and wasn't reliable. We knew we could find a better way to serve their needs."

The Solution

"We chose Navigata to offer our customers a great solution that solved our problems and made our property more attractive than ever," says Leitch. Navigata's personalized customer service and broad technology offerings were both key factors in the decision. Since their relationship began more than eight years ago, Navigata has continued to meet North Shore Studios' changing needs. The Navigata high speed fibre optic and wireless network connected all of the North Shore Studios' sound stages, editing suites, and production offices together with production team members all over the world.

The Results

For North Shore Studios' customers

Customers including DreamWorks, Sony, Disney or Universal now have access to a system that *speeds up their production time, decreases costs and scales to meet their requirements*. They can send budgetary information, payroll, the day's call sheet, shooting schedules and daily footage instantly. Production teams in Vancouver and LA can teleconference, watch shots together, do live editing, or add sound effects while decision makers in both cities have a live discussion.

North Shore Studios also makes it easier for each crew to set up passwords and systems quickly, and is plug-and-play to reduce start up time and allow them to focus on the job of producing great film.

For North Shore Studios

North Shore Studios has a *reliable, scalable and flexible network* solution that has given them the *upper hand in competing for new business*. The customized cost effective network became a marketing tool to attract new clients.

The network can support up to seven simultaneous productions with 350-500 users at any one time with the flexibility to handle varying file transfer requirements - and it works around the clock. Peter comments, "We can't afford to be down, everyone is so reliant on the instant data transfer. Navigata understood this and provided a back-up link that seamlessly transfers traffic over should the primary system go down."

The partnership between North Shore Studios and Navigata started with a demonstrated mutual belief in the importance of customer service. "It's much more fun for us to try and do a great job than to do a mediocre job. It's what motivates us and I think our customers recognize that," said Peter, "When a partner like Navigata provides great customer service to me, and is really concerned about the service they provide, I want to continue working with them. And I do."

Highlights

CORPORATE PROFILE

North Shore Studios is Canada's premier film studio and is home to many major productions including Warner Brothers, Dreamworks, Paramount, Sony and of course Lions Gate Films. They offer state of the art facilities, with 8 custom designed sound stages, functional facades that can double for a variety of North American street fronts, and more than 100,000 square feet of office, wardrobe, construction mills, lockups and editing space.

THE CHALLENGE

Get daily footage from production to decision makers around the world, *fast*. Share location photos, daily call sheets, budgeting applications and payroll between sites.

THE SOLUTION

A campus fibre optic high speed network extended throughout the entire studio lot. This provides a reliable, robust service for teleconferencing, live feeds, and large data transfers with a solid 100 Mbps wireless Internet access at an affordable cost to customers using the properties.

THE RESULTS

- Faster production and reduced time and location costs for North Shore Studios' customers.
- New business opportunities and a reliable, flexible and scalable network solution for North Shore Studios.

"Working with Navigata has kept North Shore Studios competitive. Navigata's high speed 100 Mbps wireless Internet service is one of the essential services our customers need while they are working in our studios, allowing us to continue to attract new business."

Peter Leitch

President, North Shore Studios