

SCALING POST-PRODUCTION WITH STRAWBERRY

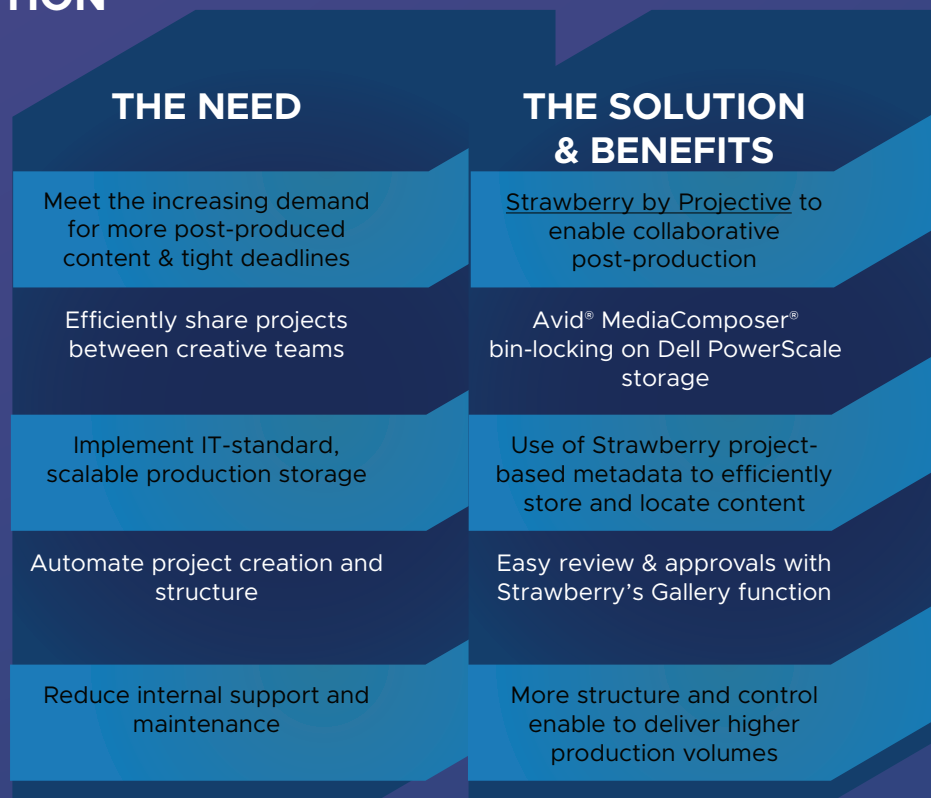
Strawberry by Projective brings efficient workflows to one of Germany's busiest broadcasters



WELT - GROWING AUDIENCES DRIVE INCREASED PRODUCTION

As one of the two main News Television stations in Germany, WELT delivers 24/7 news and documentaries to millions of viewers every day. Content is served across free-to-air terrestrial TV, OTT and digital platforms, as well as print. The WELT brand stands for progressive, high-quality and dynamic topics such as politics, finance, sports or science, delivering the latest global news and reports to viewers across all platforms.

With growing audience demands for both short- and long-form factual content, WELT's content creation unit required an efficient approach to managing the increasing volumes of projects and media assets. The need to deliver quality output while meeting tighter deadlines called for revamped post-production workflows.



THE CHALLENGE: PRODUCING MORE WITH THE SAME RESOURCES

WELT's post-production team works on in-house produced documentaries as well as international documentaries that require localization for the German market.

Creative teams had traditionally worked in silos, using local drives and finding it difficult to share projects and content. "I used to call them *local heroes*..." says Jost Klitzsch, Senior IT Architect at WELT — "the only project-sharing possible was done by exchanging hard drives!"

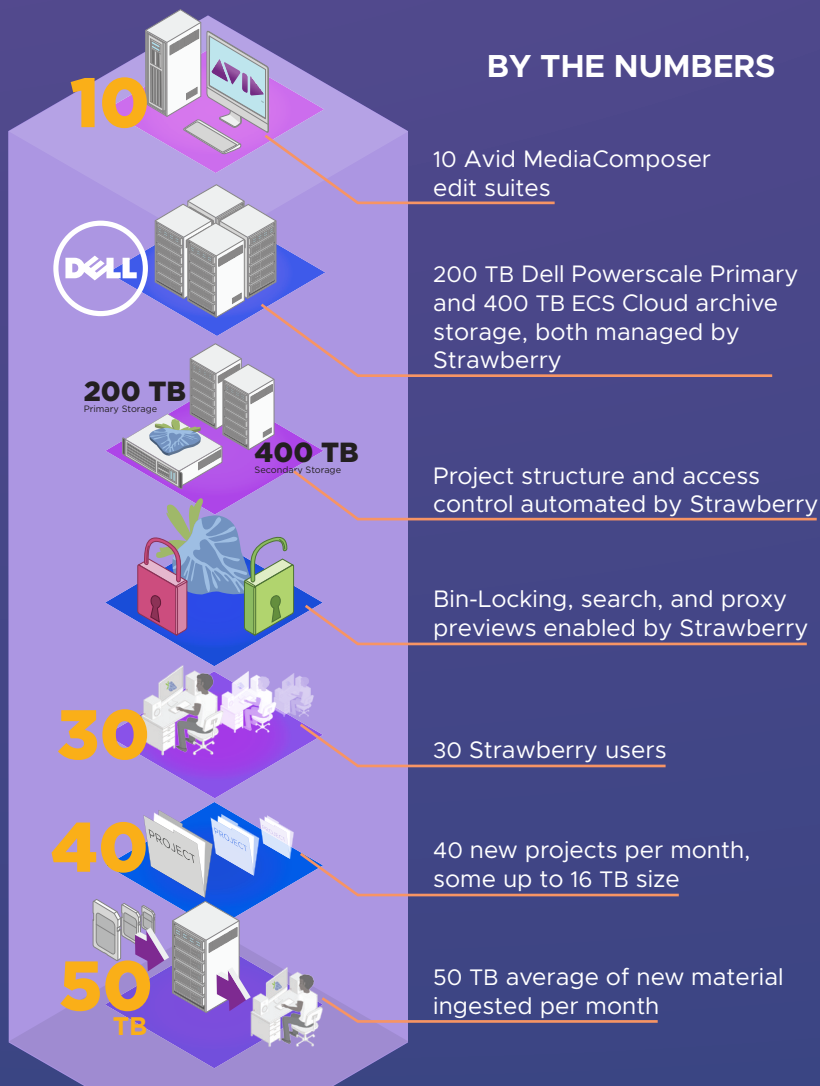
Jost joined WELT to support their infrastructure and operations. One of the first areas he wanted to address was the ability to centralize and share post-production projects, introducing highly efficient and productive workflows.

Having previously implemented and used *Strawberry by Projective* for several years at another production house, Jost had no doubts that it was the right platform for collaborative documentary post-production at WELT. He had a clear vision to modernize obsolete processes and help WELT's creative teams gradually move into modern and scalable production.



JOST KLITZSCH
Senior IT Architect at WELT

THE SOLUTION: PRODUCING AT SCALE WITH STRAWBERRY



For production and archive storage, WELT opted for a best-of-breed, IT-standard Dell PowerScale cluster. With multiple Avid Media Composer edit suites came the need for project sharing and bin locking. Strawberry addressed that need, bringing a great deal of added value.

WELT's engineering team have gradually migrated their editing clients on to Strawberry, empowering editors to share projects and work collaboratively. Content is being moved from old disc archives onto the PowerScale storage, with the added benefit that archived material is now searchable and viewable to Strawberry users.

Project creation has been automated thanks to Strawberry, with all projects following the same structure and access control at the project level, saving hours of engineering time that are now invested in more productive tasks. All content is allocated to a project (i.e no more "orphaned media") with editors seeing only their assigned projects at a glance.

Naming conventions and mandatory project metadata have been standardized. This means less time trying to locate content and considerably reduced human error.

For WELT's engineering and creative teams, the onboarding process was easy: once the system was installed, users went through half a day of training and they were up-and-running. The technical team has been helping users eliminate old habits, providing guidance on best practices and helping them uncover the advantages of using modern technology.

“Considering the sheer amount of content that our creative teams have to deliver, Strawberry is the only way you can achieve production at scale”,

Jost Klitzsch, Senior IT Architect, WELT

IT'S ALL ABOUT THE BENEFITS

Introducing Strawberry at WELT's post-production facility has brought tangible gains to both users and technical teams.

CREATE MORE IN LESS TIME:

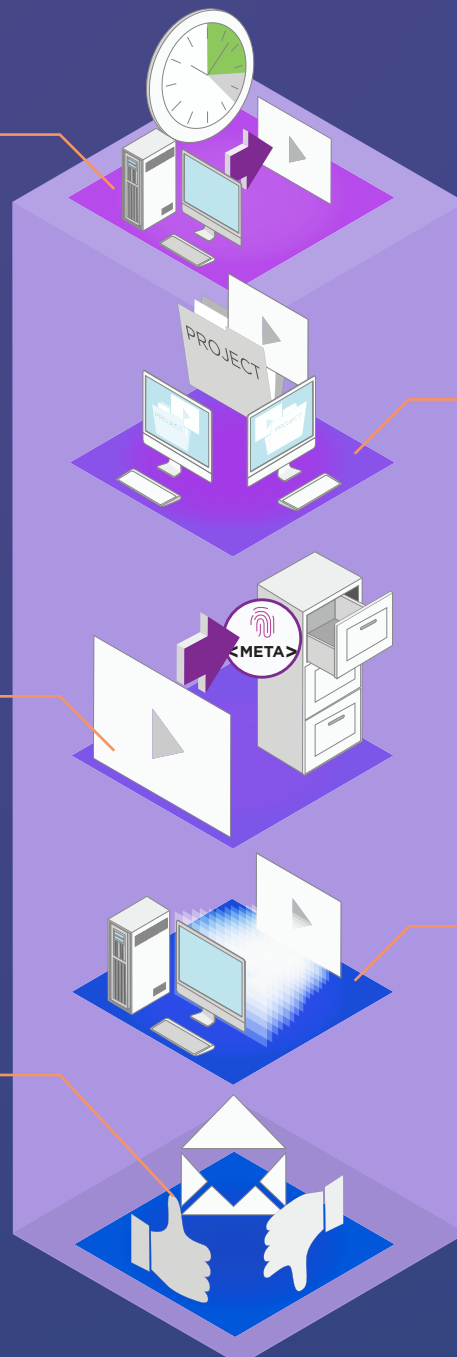
the first noticeable change has been how much users like Strawberry — it makes their day-to-day work much easier, saving them hours of administrative tasks that they reinvest in creative work.

TAME THAT METADATA:

before Strawberry, metadata was logged on spreadsheets... most of the time! With Strawberry, newly ingested content has mandatory project metadata fields that ease content discovery both for production and archive.

REVIEW & APPROVAL MADE EASY:

WELT's editors have discovered the benefits of using Strawberry's Gallery function, which speeds up production processes and helps accelerate approvals.



SEAMLESS PROJECT SHARING:

creative teams are now able to share projects without the need for physical drives, so they can quickly locate the content they need.

SPEED AND CONTROL:

with automated storage structure and dedicated project workspaces, editors have increased their output to meet production deadlines!

“For the technical team, the best thing about Strawberry is that it just works. We barely have much to do with it, and that’s great for peace of mind!”

Jost Klitzsch, Senior IT Architect, WELT



Over the last year, WELT has seen a huge increase in the demand for more production volumes, needing to deliver more content across more platforms. Having Strawberry in place has helped them meet deadlines by efficiently managing a growing number of in-house productions with large amounts of content. And all this without increasing the number of editors!

A LONG-TERM PARTNERSHIP

When the time came to modernize its post-production workflows, WELT’s choice of product was clear: nothing beats Strawberry for efficient collaboration and automated project management. But for Jost, working with the Projective team was also key: “They are smart and work fast, delivering to the needs of each individual customer and investing in long-term, two-way partnerships”.

At Projective, listening to our customers and implementing the features that matter to them, has contributed to making Strawberry a much better product, ultimately benefiting all our users.

A BRIGHT FUTURE AHEAD

WELT’s technical team plans to continue implementing additional capabilities with Strawberry, such as housekeeping policies and automated reporting as well as rolling out Strawberry and Dell PowerScale to other groups.

To respond to increased production needs, WELT will build new edit suites over the next few months. Now, with Strawberry being independent of the editorial platform, Jost and his team have implemented a project management solution that is future-proof and gives them the flexibility to work with a range of creative tools.



For any production company looking to increase efficiencies, Jost highlights the importance of change management and user buy-in: start with a simple configuration and well-defined workflows. Then gradually introduce more capabilities, allowing users to bring up their own ideas and needs, thus increasing user adoption on the new system.

Are you ready to explore how Projective can help your post-production teams deliver more content, in less time, and more efficiently? [Contact us to find out more.](#)

