VISHAMAKARAN

CASE STUDY

MONEY SAVED IS MONEY EARNED

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INTRO

Honeyframeworks is an indie movie production company with rich software technology expertise, decided to do their debut Tamil feature film "Vishamakaran". Team Vishamakaran's strategy & vision is to get this debut movie done in a hassle free and a cost effective way.

Just before the pandemic kicked off Vishamakaran team managed to complete its pre-production phase in a traditional planning method arriving at 19 call sheets. However, as an Indie movie maker the Team Vishamakaran was less confident to kick start their production phase due to lack of Governance, control measures or any user friendly digital platform to manage their movie making process.

PROBLEM STATEMENT

1. Vishamakaran team realized the non-availability of any software technology in the market to control the movie making process in an easy to use model. These limitations challenged the team to overcome the below challenges:

| CHALLENGE	REMARKS
Constrained budget	Challenge on cost savings options md closely tracking the budget
Planning & Replanning	More time consuming to derive replanning against any Ad-hoc situation
Call sheet optimisation	Challenge on dynamic optimisation along with constraints
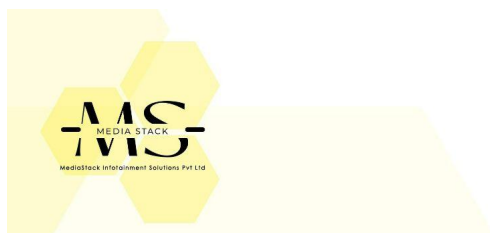
Time savings	More time spent on coordination, redundancies and mistakes
Scope creep	Challenges in adopting the changes that comes up during Production
Collaboration	Resulting in inefficient productivity, redundancy Activities, inability to meet the deadline
Quality concern	Whether quality of the product will be compromised

While Vishamakaran team was actively looking for support or consultants or any software solutions in the market to overcome the above challenges & proactively address all of them, but failed to achieve it.

2. Team Vishamakaran is very clear that a powerful digital solution for managing and also addressing all the above challenges should be in place in order to complete Vishamakaran as planned

THE SOLUTION

Since team Vishamakaran comes from a rich tech background they decided to take things on their own. They decided to develop a robust software platform that will address not only the above said challenges, but also provide many value added services which would result in a lot of tangible benefits.
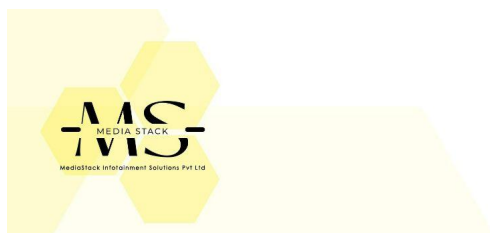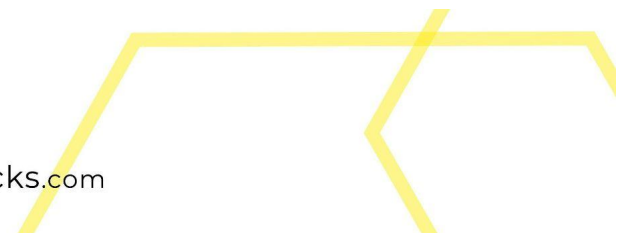
THE APPROACH

Team Vishamakaran defined a strategic approach to address the below mentioned areas :

- → Pre-production
  - ◆ Script freeze
    - ○ A first step towards bringing an organized approach is to freeze the entire script covering all details of scenes, shot divisions, frames, wardrobe, makeup, Key props, storyboard and dialogues for each scenes
    - Casting & Location mapping
      - ○ This functionality help the user to map all the necessary casts who are required to be present for each identified location
    - Scene requirements
      - ○ With less amount of time & effort the platform would help to capture all necessary requirements covering (Camera, Lightings, wardrobe, makeup, key props etc).
      - ○ It also handles special requirements, such as legal artifacts, permission letters etc
  - ◆ Scheduling & re-planning
    - An intuitive & user friendly feature which would propose various options & recommended scheduling resulting in optimized number of call sheets
  - ◆ Budgeting & Tracking
    - This feature would help to optimize & baseline the budget with a drill down and slice & dice pricing/costing during pre-production.
    - Tracking the spend or closing the day book is a very efficient feature which would support having the expenses management system fully compliance & clean.
    - Ability to alter the budget with proper approval process

➔ Payment & outstanding

◆ Having a reconciliation complete and tracing is a powerful feature which would help to keep an eye on the <u>burn rate</u> & <u>outstanding amount</u>.

➔ Alerting, MIS reporting

◆ Any user of this platform can set alerts based upon a threshold to raise alerts outside the limit.

◆ Reporting is an important feature which demands to have key information

➔ Analytics

◆ This platform's analytics tend to fall in 5 distinct categories:

● Descriptive,

● Diagnostic,

● Predictive and

● Prescriptive

● Readiness check

➔ Social media Promotion

◆ A first time fully automated solution which would automatically take any media projects into multiple social media platform seamlessly

REQUIREMENT DRIVEN DEVELOPMENT

➔ Team Vishamakaran developed this platform using a Requirement Driven Development method. This approach is more suitable and fast to complete the new Adhoc requirements, as it demands right from pre-production until post production phase
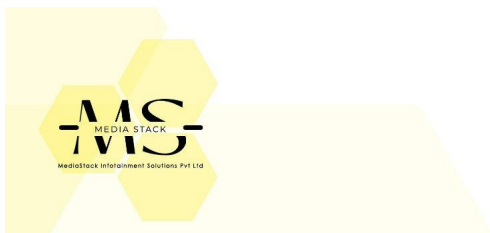
RESULT / BENEFIT

- Total number of call sheets reduced from 19 to 13
- Up to 40% reduction in cost
- Huge amount of time savings
- Accommodated scope creep
- Quick turnaround on re-planning
- Quality as planned
- Hassle free production
- Densely collaborated environment

OUTRO

Team Vishamakaran was very happy in completing this indie movie with the desired quality in the stipulated budget.

If an indie filmmaker can achieve this much using this software platform, then imagine what an incumbent filmmaker can achieve. Hence they worked furthermore and created a generic, cloud based, Off the Shelf product which could be used by all filmmaker

THAT IS THE GENESIS OF HONEY FLICKS