Pfeiffer Report

Frame.io:
New productivity dimensions
for creative workflows

About this benchmark project

This report presents the findings of a market-specific research and benchmarking project conducted by Pfeiffer Consulting for Adobe. The main aim of the research was to **document the efficiency and productivity gains of Frame.io (an Adobe company) for creative industries**, compared to other methods for managing these workflows.

    Benchmarks were executed using *Pfeiffer Consulting's Methodology for Productivity Benchmarking*, which has been fine-tuned over more than a decade, and measures the time experienced practitioners take to execute specific tasks. Please refer to the Methodology section on the last page of this document for more information.

About Adobe Frame.io

Frame.io has significantly upgraded their platform to evolve from a video review and approval point solution to a creative management platform. Historically, Frame.io provided tools to support video post-production workflows. Now, with the rebuilt platform, **Frame.io targets an expanded set of creative disciplines and multi-disciplinary teams across the entire lifecycle of an asset.**

    This research analyzes the **benefits and productivity gains that Frame.io can provide to creative workflows.** Benchmarks conducted for this research measured the impact of using Frame.io on a wide array of creative workflow scenarios. In our benchmarks, **Frame.io was on average two to three times faster than conventional methods**. (See benchmarks for details.)

Key Benchmark Results: Average of 148 Workflow Benchmarks

With Frame.io (43.62%)

Without Frame.io (100%)

Chart based on the average of 17 different workflow scenarios.
A total of 148 individual benchmark measures were taken.
Reference value: Average time when working with other workflows. **Shorter is better.**

Executive Summary

- Frame.io was conceived to provide **an efficient management solution for creative workflows.**

- This research was designed to **analyze and benchmark productivity gains that Frame.io can provide in creative team collaboration**, as compared to unmanaged workflows.

- **Frame.io significantly speeds up management, review and sharing** of assets and supporting documents in all phases of a creative project.

- Frame.io provides a redesigned **multi-panel user interface that significantly speeds up managing and reviewing creative assets** such as designs, videos and photos.

- Frame.io uses **a sophisticated system of smart folders (Collections), customizable metadata and filters** to rapidly locate and share relevant assets.

- Benchmarks for this research included **17 distinct workflow scenarios** covering all phases of a typical creative project. **Frame.io was on average two to three times faster than conventional methods.**

Process and collaboration bottlenecks across creative workflows

The complexities of large-scale creative workflows

Creative workflows (regardless of discipline or industry) are well known for being complex, nonlinear, and multilayered, making them difficult to manage**.** The is due to the fact that drawing a single creative asset from idea through to delivery is rarely accomplished by one creator, tool, or workflow. For example, the successful delivery of a piece of creative material often requires the involvement of strategic decision makers, marketing executives, production managers, contractors, designers and other creatives, and a creative director. Further, **each function engages at multiple, non-consecutive moments across the asset delivery lifecycle** to perform tasks such as concepting, creating, budgeting, review and approval, maintaining alignment or managing work. When paired with tight deadlines across multiple consecutive projects, the inherent challenges heighten. (See table below.)

While standard enterprise workflows usually deal with a relatively small number of widely used file formats such as spreadsheets, text files, presentations and of course PDFs, workflows in creative industries not only need to efficiently support these common formats, but

Major Points

- **Workflows in creative industries are extremely complex**, due to intricate management and technical issues, as well as the large number of stakeholders involved.

- Generic workflow management systems are usually **not optimized for the specific technical requirements of creative team collaboration.**

- Frame.io was conceived to provide an efficient solution to these problems, and **supports even very complex collaboration and production workflows.**

Bottlenecks in creative team collaboration

	Creative Concept →	Preproduction →	Production →	Finalization
Tasks	• Brainstorm ideas based on marketing brief • Refine and develop concepts and create mood boards • Present and gather feedback from key stakeholders	• Finalize creative concepts and scripts • Create detailed project plan and timeline • Scheduling and budgeting • Technology validation	• Execute creative assets (design, copy, video, etc.) • Manage production timeline, budget, and resources • Coordinate with internal teams and external partners	• Execute final edits and adjustments • Review and approve final deliverables • Prepare assets for launch and distribution
Challenges	• Vision alignment • Concept approval • Idea validation • Budget approval • Stakeholder buy-in	• Ensure cohesion and consistency • Budget management • Time management • Data workflow management • Management approval	• Data management • Workflow management • Technology challenges • Ensure cohesion and consistency • Review and approval	• Review and approval • Deadline challenges • Cross-platform optimization • Quality assurance • Multichannel adaptation

Creative team collaboration presents a unique set of challenges, which stem not only from the complex hierarchical structures and the number of stakeholders that are usually involved, but also include the complex technical challenges creative industries face during the preproduction, production and finalization phases of a project.

also **the considerable number of creative file types necessary during production**. There are Photoshop and Illustrator files, of course, but also a dizzying array of video and audio formats, not to mention clips or photos from a shoot which might be delivered in camera-specific file formats. **This is not a problem for the key creative applications used in production – but can become a bottleneck in a collaborative workflow**.

The need for comprehensive workflow management

What makes matters worse for creative industries is that existing workflow solutions for the enterprise usually fall short when dealing with the more intricate complexities of creative workflows, particularly when dealing with the creative assets described above. **As a result, creative teams very often rely on a mix of easily accessible solutions, such as shared cloud storage, that can introduce unnecessary bottlenecks in the workflow**. While uploading assets to a cloud storage solution, or relying on sharing and reviewing documents using e-mail or chat apps certainly works, it also takes a toll on efficiency, as the benchmarks for this research show.

To deal with these issues, Frame.io was developed. But if previous releases of the system concentrated squarely on the very specific bottlenecks in video production, **the upgraded Frame.io platform has considerably expanded its reach**. This was achieved first of all by completely rethinking the user interface from the ground up, making it significantly more efficient for viewing, organizing and locating assets, but also by speeding up the transfer of assets to the system. The new release also significantly **streamlines the review and approval processes** that are at the heart of any creative project. (See later sections of this report for a detailed discussion of these features.).

Data upload speed

The efficiency of any cloud-based system **depends heavily on the speed with which data can be uploaded and accessed.** This is particularly true in creative workflows, which rely on assets that can be huge: a single RAW file from a modern DSLR camera can easily exceed 100MB, while a single 5-minute 1080p video clip can take up half a gigabyte. And in a typical creative project there can be dozens or hundreds of them.

However, upload speeds to different cloud storage providers can vary widely, which needs to be taken into account when sharing assets. Frame.io has from the early stages aimed at offering the most efficient upload speeds. In our benchmarks, **Frame.io was on average over three times faster uploading assets**, compared with four widely used cloud storage solutions. (See benchmarks on page 5 for details.)

Key benefits of Frame.io

	Without Frame.io	With Frame.io
Workflow management	• Managing creative projects is complex, since it usually involves **a large number of stakeholders** and **a wide variety of documents and assets** that need to be shared, reviewed and agreed upon.	• Frame.io has been **designed to speed up management of creative projects**, by providing a user interface that has been fine-tuned for workflow management tasks typical in creative teamwork.
Creative collaboration	• Creative collaboration requires all creative team members and freelancers to **easily access, preview and work** with designs and assets in a **wide variety of formats.**	• **Frame.io supports a wide range of file formats used in creative projects**, ranging from audio and video formats, to native file formats such as Photoshop, Illustrator or Microsoft 365.
Review and approval	• Most creative projects involve many stakeholders. **Review and approval processes can constitute a significant bottleneck** and result in unnecessarily repetitive and time consuming operations.	• **Frame.io significantly speeds up review and approval processes** by supporting access across web, tablets and smartphones. **Several stakeholders can comment simultaneously.**
Asset management	• Standard asset management solutions usually do not properly support the great variety of file formats involved in creative projects, **making reviewing, approving and organizing them complicated.**	• **Frame.io provides robust asset management for creative assets of all kinds**, and speeds up collecting, organizing, and sharing assets utilizing the underlying flexible metadata framework.
Sharing assets	• In unmanaged workflows, **sharing assets for review and approval usually relies on time consuming methods** such as e-mail or cloud storage solutions not optimized for creative work.	• **Frame.io significantly speeds up the sharing process.** Shares can be password-protected, and not only give access to the asset, but can also include ratings, comments or other information.

Managing creative projects and the associated multi-stakeholder workflows is notoriously complex, and in unmanaged workflows presents many unnecessary bottlenecks, as the benchmarks for this project show. Frame.io, on the other hand, relies on workflow and asset management processes that have been specifically conceived to speed up creative workflows.

How Frame.io
accelerates the creative workflow

About the benchmarks for this research

Frame.io provides an end-to-end creative management solution for creatives, teams, and stakeholders. The platform not only speeds up creative teamwork, it also **optimizes for different collaborative scenarios** across the entire lifetime of a creative project..

In order to assess the productivity gains Frame.io can bring, **we benchmarked 17 different workflow scenarios that covered every key aspect of a project**, from the creative concept stage through pre-production, production and finalization. We measured upload speed, setting up a creative project, reviewing schedules and budgets, commenting and validating mood boards, reviewing hundreds of pictures from a photo shoot, organizing and locating assets, and many more.

We also took into account the number of stakeholders and their role in the creative project, and how their collaboration can present bottlenecks when not properly managed. On average, in our benchmarks, **Frame.io was two to three times faster than other forms of collaboration.**

Major Points

- Frame.io provides an end-to-end **creative management system for creative industries** that can significantly accelerate collaboration on creative projects.
- **Frame.io significantly speeds up management, review and sharing of assets** and supporting documents, from the initial phases of a project through preproduction, production and finalization of deliverables.
- Benchmarks for this research included 17 distinct workflow scenarios covering all project phases. **Frame.io was on average two to three times faster than conventional methods.**

How Frame.io speeds up the creative workflow

	Creative Concept	Preproduction	Production	Finalization
Challenge	• Vision alignment • Concept approval • Idea validation • Budget approval	• Budget management • Time management • Data workflow management • Management approval	• Execute creative assets • Manage timeline, budget, and resources • Coordinate teams	• Execute final edits and adjustments • Review and approve final deliverables, prepare assets for distribution.
Frame.io Benefit	• Frame.io provides **easy access to all relevant documents** at the development stage. • **Reviewing and commenting** on budgets, briefs and concept sketches **is significantly accelerated**.	• Frame.io supports not only file formats for creative work, **but can preview spreadsheets, presentations and text documents** in the multi-stakeholder review and approval workflows typical for creative industries.	• **Frame.io significantly speeds up management, review and sharing of production assets,** offering fast upload of assets, as well as **support for camera-to-cloud workflows** for film and photo shoots.	• Adaptive preview of final deliverables **makes previewing and approving finalized assets fast and efficient**, and works on computers, tablets and smartphones, as well as web browsers.

Frame.io can speed up every phase of a creative project, starting with the initial brief and up to the delivery of finalized assets. This is partly due to the highly efficient user interface the platform introduces, but also hinges on extensive support for a diverse set of file types, as well as streamlined review and approval processes.
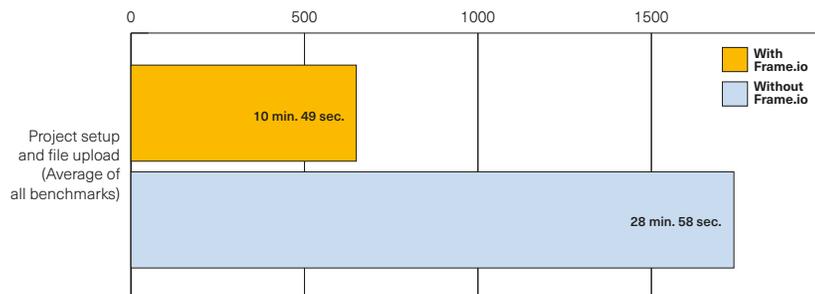
Key benchmark figures: The productivity impact of Frame.io

Project setup and file upload: For this benchmark, we measured the time necessary to set up the basic folder structure for a creative project, as well as uploading 35GB of photos and video. For the conventional workflow, we set up a folder structure typical for a creative project on a shared cloud server. For file upload, we compared Frame.io with four very widely used cloud storage systems. **Frame.io was almost three times faster than conventional methods.**
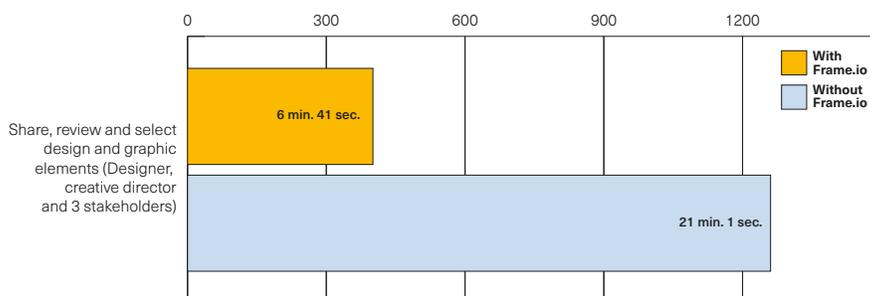
Frame.io benchmarks: Project setup and file upload
Time-scale in seconds. **Shorter is better.**

With Frame.io
Without Frame.io

Project setup and file upload (Average of all benchmarks)
- With Frame.io: 10 min. 49 sec.
- Without Frame.io: 28 min. 58 sec.

Creative workflow management: This benchmark measured a very common creative workflow situation: the designer and creative director review and select a design and graphic elements, then share them with several stakeholders to get approval. Managing this workflow using e-mail and/or shared folders is time-consuming. **With Frame.io it was possible to execute the complete sequence over three times faster than using conventional methods.**

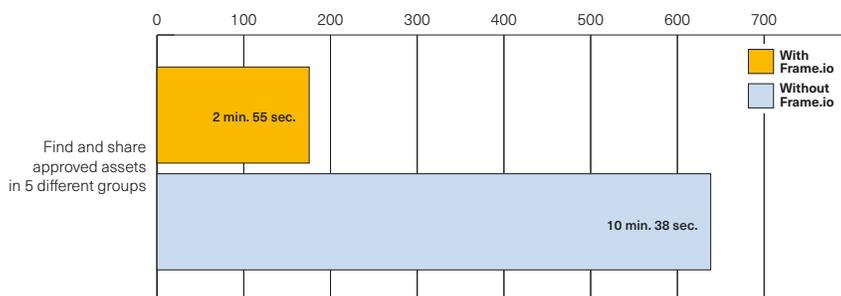### Frame.io benchmarks: Creative workflow management
Time-scale in seconds. **Shorter is better.**

With Frame.io
Without Frame.io

Share, review and select design and graphic elements (Designer, creative director and 3 stakeholders)
- With Frame.io: 6 min. 41 sec.
- Without Frame.io: 21 min. 1 sec.

Finding and sharing assets: The task to be completed was to find specific assets for a shoot in five different asset groups and sharing relevant assets, using different criteria for each group. For the unmanaged workflow, we worked with a spreadsheet listing all the assets and their additional data, as well as a shared cloud repository for images of the assets. With Frame.io, we used smart folders (Collections) and custom filters and metadata to quickly select and share the assets. **Frame.io was well over three times faster in this benchmark.**

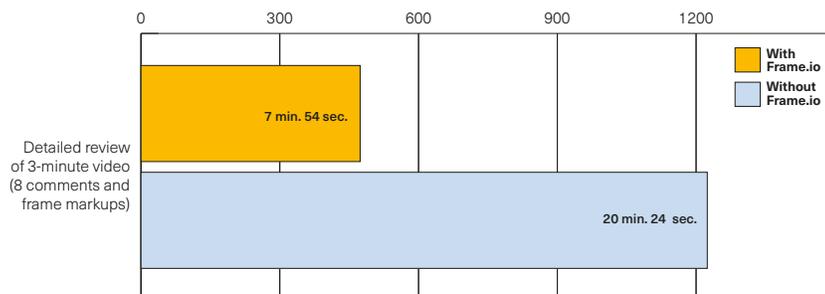### Frame.io Benchmarks: Find and share approved assets
Time-scale in seconds. **Shorter is better.**

With Frame.io
Without Frame.io

Find and share approved assets in 5 different groups
- With Frame.io: 2 min. 55 sec.
- Without Frame.io: 10 min. 38 sec.

Video review and markup: This benchmark measured the time to review, comment and mark up precise frames in a video. For the conventional workflow, it included downloading the video, adding eight frame-precise comments, as well as marking up the frames using a screenshot. With Frame.io, the integrated review and markup tools were used. **Using Frame.io, the whole sequence could be completed in under eight minutes**, compared to over twenty with conventional methods.

Frame.io benchmarks: Video review with frame markup
Time-scale in seconds. **Shorter is better.**

With Frame.io
Without Frame.io

Detailed review of 3-minute video (8 comments and frame markups)
- With Frame.io: 7 min. 54 sec.
- Without Frame.io: 20 min. 24 sec.

How Frame.io transforms collaboration for creative industries

The need for speed

We have already pointed out that **creative projects are almost always under intense deadline pressure,** which makes the efficient collaboration of many different stakeholders all the more critical.

Frame.io is the result of years of experience with notoriously complex video production workflows. The new release used this data to rethink creative management and collaboration from the ground up. But what exactly are the key bottlenecks, and how are they addressed in the new release?

- **Upload speed:** One of the key challenges with creative management and collaboration in the cloud is the speed with which assets can be transferred to the system. This was already a strong point of previous versions of Frame.io, but **the new release managed to accelerate the process even more**. Finally, direct transfer of pictures and clips from compatible cameras directly to the cloud is also supported. (See sidebar next page.)

- **Visualizing assets:** One of the key features of Frame.io is the ease and speed with which even data-rich assets such as movie clips can be viewed in real-time. Even in a small preview, it is possible to scrub through a clip in real time, and **the redesigned user interface**

Major Points

- Creative workflows **require all stakeholders of a project to collaborate in the most efficient way.**
- **Frame.io significantly improves creative collaboration,** and allows users to access, review and share assets in a wide variety of file formats, including management-related documents such as spreadsheets, texts and presentations, in their native format.
- **Frame.io uses a powerful system of smart folders (Collections), customizable metadata and sophisticated filters** to rapidly locate and share relevant assets.
- Frame.io offers **sophisticated review and approval processes for multi-stakeholder workflows.** (See following section.)

Frame.io benchmarks: Review pictures from photo shoot
Time-scale in seconds. **Shorter is better.**
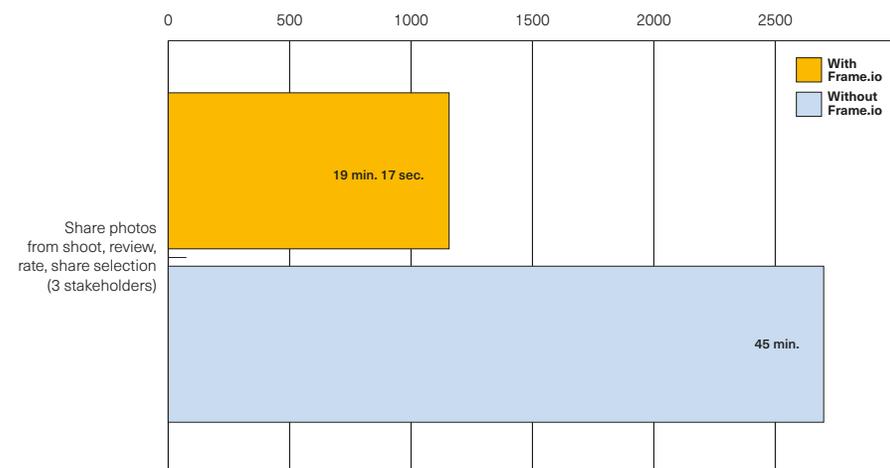
*This benchmark consisted of reviewing and selecting the best pictures from a shoot by three stakeholders—creative director, art director and project lead. The benchmark included uploading the pictures, reviewing them, and sharing the selected files. **The whole process took less than twenty minutes using Frame.io.** Conducting the same sequence of actions using shared cloud storage and e-mail required 45 minutes.*

makes it possible to view both small previews and a full rendering of an asset side-by-side. Frame.io also optimizes previews on the fly, depending on the device used and the available bandwidth. (Frame.io is available as a web app and as iPhone and iPad apps.)

- **Organizing, locating and sharing assets:** Creative projects often require management of both a wide variety and large numbers of assets. As such, being able to quickly locate a specific asset is critical. To alleviate this problem, **Frame.io uses a sophisticated combination of smart folders (Collections), customizable metadata and multi-criteria search that speeds up locating relevant assets significantly**. This makes it possible, for instance, to find all high-resolution versions of videos that have been approved by the Creative Director, or quickly locate vintage rental cars for a shoot based on rental cost. Once the right assets are located, sharing them is extremely fast. (See benchmarks page 5.)

- **Review and approval:** Given the complexity of creative workflows, and the number of stakeholders, review and approval processes are one of the cornerstones of creative teamwork. **Yet, in an unmanaged workflow, these processes can constitute significant bottlenecks.** Relying on a mixture of e-mail, chat apps and shared documents can quickly become time consuming, especially when several stakeholders are involved.

Frame.io significantly improves these processes. First of all, **it is possible to comment on any asset that is uploaded to the platform**. That includes creative assets, of course, but also office documents such as spreadsheets and presentations, that can be viewed and commented on using any device supported by the platform. Then there is **real-time simultaneous commenting**, even in a web browser for somebody outside the team without access to Frame.io. (We will discuss review and approval processes in more detail in the following section of this report.)

Camera-to-Cloud

Camera-to-Cloud, which is currently available on a variety of WiFi-enabled cameras, as well as on some iPhone apps, **could revolutionize time-constrained production schedules**.

Once the camera is connected to a Frame.io project, a proxy of every clip that is shot is immediately transmitted to the cloud as soon as the camera stops recording, which means that **an editor connected to Frame.io can immediately start working,** and even provide feedback to the production crew while the shoot is still going on.

Importantly, this also works **when several cameras on different locations are connected to the same project**, providing the kind of flexibility and productivity that is simply not possible with other methods.

Finally, it is worth noting that some professional WiFi-enabled cameras can use Camera-to-Cloud for still photography as well.

How Frame.io improves collaboration for creative industries

	Without Frame.io	With Frame.io
Ideation and creative development	• The marketing and creative teams **need to be able to quickly iterate on ideas and concepts**, but collaboration can create a bottleneck.	• By supporting a variety of file formats and centralizing asset review on a single platform, **Frame.io can significantly speed up creative development.**
Sharing and commenting	• Sharing concepts and sketches is essential, but without an appropriately managed workflow, **exchanging and reviewing creative ideas and design concepts can be time consuming.**	• **Frame.io provides sophisticated and fast methods for sharing and commenting,** allowing several users to review and comment simultaneously.
Real-time file review	• **Reviewing photos or clips from a shoot can be a bottleneck** if files need to be shared and downloaded to a workstation to be efficiently reviewed and rated.	• Frame.io provides an optimized user interface for reviewing assets, and **can preview even high-resolution videos and photos in real time** on a variety of devices and platforms.
Finding and sorting assets	• Creative projects usually involve dozens if not hundreds of assets in a variety of file formats. **Managing, sorting and sharing assets can be very time consuming.**	• By providing asset collections with customizable fields, filters and metadata, **Frame.io significantly speeds up finding and collecting relevant assets** for a project.
User management	• **Managing creative team-members, client and management stakeholders** as well as outside contributors efficiently **can be challenging.**	• **Frame.io allows team-members to be added and managed easily**, and also supports review and approval using a web browser for outside collaborators or stakeholders.

Frame.io covers the entire life-span of a creative project, from the initial creative brief up to the delivery of final assets. The system speeds up not only creative collaboration, but also provides powerful tools for the complex asset management challenges, and integrates sophisticated review and approval processes.

Streamlining multi-stakeholder review and approval processes

The intricacies of review and approval processes

The process of reviewing and providing feedback on documents and assets is a fundamental component of effective team collaboration. While office software usually provides some commenting and sharing features, the creative industries face unique challenges in this regard. In contrast to office environments, where sharing original files for an ongoing project is usually straightforward, **creative professionals often need to create a separate version of a design or a video specifically tailored for review.** This preview version is then typically shared by uploading it to a cloud-based platform.

Once the preview is shared, the stakeholders often must first download the file to review it. If the comments refer to a specific moment in a video, reviewers must note down the exact timestamp of the relevant frame. Similarly, when reviewing photographs from a shoot, stakeholders may need to annotate or mark up the image to convey their suggestions effectively.

Moreover, **the process of consolidating feedback from multiple stakeholders can introduce additional complexities**. The designer or editor must gather and synthesize comments from various sources, which can be a time consuming and challenging task.

Major Points

- Review and approval processes are central to creative workflows, and **can create productivity bottlenecks** when not properly managed.

- Frame.io provides streamlined commenting and review mechanisms that can **speed up review and approval significantly**, as benchmarks for this research show. (See chart below.)

- **Frame.io allows for simultaneous commenting by several stakeholders**, who can access the system from the web app, smartphones and tablets, as well as **from web browsers for collaborators without access to Frame.io.**

Frame.io benchmarks: Review and approval workflows
Time-scale in seconds. **Shorter is better.**
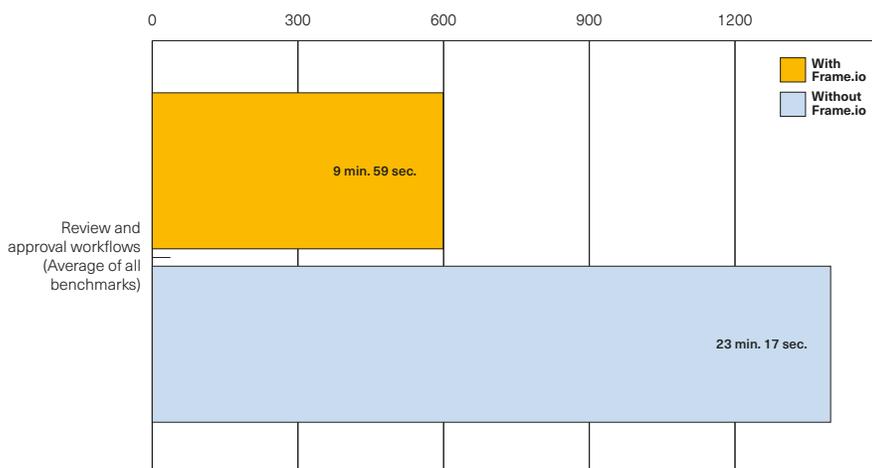
For this research, we benchmarked six different review and approval processes, including reviewing budget and schedule for a project, reviewing and approving photos from a shoot, commenting and approving design elements and videos, and more.
Frame.io was on average well over two times faster in these benchmarks.

How productivity gains scale with the number of stakeholders

Operation	Size of team	Number of occurrences (Time Saved)			
		1	5	10	20
Find assets with Collections and Filters	1	**07 min. 43 sec.**	38 min. 35 sec.	1 hour 17 min.	2 hours 34 min.
	5	38 min. 35 sec.	3 hours 12 min.	6 hours 25 min.	12 hours 51 min.
	10	1 hour 17 min.	6 hours 25 min.	12 hours 51 min.	**1 day 1 h. 43 min.**
Review and approval workflow (Average)	1	**13 min. 18 sec.**	1 hours 06 min.	2 hours 13 min.	4 hours 26 min.
	5	1 hours 06 min.	5 hours 32 min.	11 hours 04 min.	22 hours 09 min.
	10	2 hours 13 min.	11 hours 04 min.	22 hours 09 min.	**1 day 20 h. 20 min.**

The cumulative effect of relatively small productivity gains is often underestimated. This table shows how relatively insignificant time savings of frequently occurring tasks can scale as the number of stakeholders and occurrences increases.

Frame.io significantly streamlines these processes, by **efficiently supporting them with the asset management system**. Any file that can be uploaded to the platform can be reviewed and commented on, including office documents as well as more esoteric file formats such as raw footage from a shoot, or photographs that haven't been converted to a format such as JPEG. The Frame.io review system also is not limited to the assets themselves: a share for commenting may include selected additional information, such as ranking, review status and other metadata, providing a much richer environment for the review process.

Finally, **review and approval can happen in real-time**, involving several stakeholders who comment simultaneously, and can engage in a conversation while reviewing assets and designs—it is even possible to upload a file to the review conversation if necessary.

It is also important to note that **reviewers do not need to be part of the team with access to Frame.io**: an outside collaborator can be invited to join from a web browser, all while their access authorizations can be precisely managed.

Benefits of Frame.io for review and approval processes

	Without Frame.io	With Frame.io
Review and approval workflow	• **Unmanaged review and approval workflows tend to be complex and lack efficiency.** Sharing of files to be reviewed usually involves downloading files, then sharing comments. **Consolidating and implementing comments from several stakeholders can be time consuming.**	• **With Frame.io, all commenting, reviewing and approving of assets happens on a unified online platform** that is accessible from computers, tablets, smartphones and any web browser. This not only concerns commenting, **but also reviewing files in real-time, approving or rating assets and more.**
File format support	• **Absence of support for native file formats common in creative projects can be a serious problem** in unmanaged review and approval processes. In many cases it is necessary to convert the original creative file into a generic file-format, or to generate a clip specifically for review-purposes, which can be time consuming and slow down the review-process.	• **Frame.io supports a wide variety of file formats for video, audio, images and designs,** as well as common office documents in their native format. For creative projects, Frame.io can display a wide variety of video formats, as well as **photos in RAW format without the need for conversion for review.**
Efficiency in collaborative review and approval	• Unmanaged review and approval workflows **suffer from inefficient feedback loops, lack of standardized processes and communication bottlenecks,** resulting in unnecessary delays in stakeholder-approval. **This is particularly critical in creative industries** which work under intense deadline-pressure.	• Since all review and approval processes are managed online, **many users and stakeholders can comment and review assets simultaneously.** This not only includes text comments and real-time replies to comments from other user, but also **allows users to rate an asset, or to attach a document to a comment**, if necessary.

While reviewing and commenting is relatively easy for office documents, the same is not true for workflows in creative industries, and can involve a number of unnecessary steps that reduce efficiency. Frame.io offers cloud-based review that eliminates redundant operations, and makes implementing requested changes easy.

Methodology

This benchmark project was commissioned by Adobe and independently executed by Pfeiffer Consulting.

All the productivity measures presented in this document are based on real-world workflow examples, designed and executed by professionals with many years of experience with the programs and workflows involved.

How we measure productivity

The basic approach is simple: in order to assess productivity gains that a program or solution may (or may not) bring, we start by analyzing the minimum number of steps necessary to achieve a given result in each of the applications or workflows that have to be compared.

Once this list of actions has been clearly established, we start to execute the operation or workflow in each solution, with the help of seasoned professionals who have long-standing experience in the field and with the solutions that are tested.

Benchmarking Frame.io

In order to assess the productivity gains Frame.io can bring, we benchmarked **17 different workflow scenarios that covered every key aspect of a creative project**, from the creative concept stage through preproduction, production and finalization.

We measured upload speed, setting up a creative project, reviewing schedules and budgets, commenting and validating mood boards, reviewing hundreds of pictures from a photo shoot, organizing and locating assets, and many more.

We also **took into account the number of stakeholders and their role in the creative project**, and how their collaboration can present bottlenecks when not properly managed.

About Pfeiffer Consulting

Pfeiffer Consulting is an independent technology research and benchmarking operation focused on the needs of publishing, digital content production, and new media professionals.

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