

CASE STUDY

RACING.COM



Streamlining workflow reduces costs and increases productivity



The logo for RACING.COM, featuring the text "RACING.COM" in white, bold, sans-serif font on a red rectangular background.

WHO Racing.com

Greg Miles – Head of Broadcast & Facilities

Racing.com is Australia's premier thoroughbred racing media organisation, offering content 24/7, 363 days per year across broadcast, digital and social media platforms. It reaches 95% of the available Australian television viewing audience through Free-To-Air channels 78 (metropolitan) and 68 (digital), Foxtel 529, RDC digital, website & app.

Greg Miles is the Head of Broadcast and Facilities at Racing.com. He is responsible for the production side of the business (staff, facilities, program commissions).

Objective

The ongoing objective for Racing.com is to grow audiences and revenue; finding ways to remain relevant and improve the product in a rapidly changing environment.

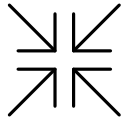
Challenges

- To connect the team and ensure each member is aware of changes in a rapidly changing environment.
- To ensure that Racing.com's Intellectual Property (IP) is being managed/stored in a solitary platform.
- Increase visibility across departments - getting individuals out of their silos and information off desktops.
- Increase efficiency - no more searching through old email chains.
- To find a tool that would allow them to build and change schedules as well as manage project files and workflow in one place.

Solution

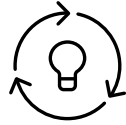
Lumi enabled Racing.com to bring everything into one hub and transition old-fashioned processes by providing the visibility required to run the business in the most efficient way possible.

Results



Bring everything into one place

Production was previously managed via a series of spreadsheets and documents. These didn't provide the level of visibility into what individuals were working on that was required to operate effectively. People were working in silos, much of the team's work was held on individual PC's and key documents were shared on email. This made it difficult to anticipate or respond to issues, roadblocks, or to communicate resulting changes in a timely and efficient manner. Bringing everything into Lumi alleviated these issues.



Simplify production management & make better production decisions

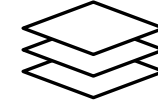
"We successfully transitioned from old-fashioned processes; gaining visibility and improved efficiency.

My favourite thing about Lumi is finding new ways we can use it to improve our operations. I've introduced other production systems in previous workplaces but none have the flexibility of Lumi.



Access information from anywhere

"Like most businesses we had to quickly find a way to work remotely. Almost overnight a larger percentage of the office started working from home. However, the Broadcast team needed to continue Business As Usual (BAU) so we quickly created a bespoke operations document in Lumi that could be shared with not only the team but the rest of the business. This provided visibility across the entire broadcast workflow each day.



Streamline information and communication

"Communication has been the big win but another major win was having the ability to obtain the status of projects at any time."

Empowering dynamic content production.

Our dynamic hub brings real-time knowledge, clarity and unity to everyone, maximizing your ideas, resources and time.

Lumi connects the entire team to the whole story enabling you to reach new heights of creativity and productivity.

To learn more about Lumi.Media's dynamic content production hub, visit our website lumi.media.

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