PRODUCER - Maker Machina - Having a complete overview over every aspect of your content creation.

PRODUCER™

MAKER MACHINA

One production workflow tool to manage, collaborate & communicate
for all your video creative needs.

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ON THE AGENDA

PRODUCER - Maker Machina, supports, simplifies and facilitates every producer's daily life in providing everything one needs, all centralized on one application.

1. Problems companies are having
2. The current workflow for companies
3. The perfect workflow - PRODUCER
4. Efficient organization
5. Testimonial Microsoft
6. Intuitive Design
7. Sustainable
8. Cost & time saving
9. The advantage for companies
10. Easy implementation
11. Why PRODUCER
12. Pricing
13. Success stories
14. Our partners
15. Meet the Core Team
16. Thank you

PROBLEMS COMPANIES FACE

within the content creation process

- **No clear overview** on the entire production process - as it is divided across several tools
- Miscommunication lead to **costly delays**
- Cost inefficiencies - 20% of projects experience **scheduling issues**
- Up to **60% of time wasted** on organizing, searching, exporting & transferring media files
- No way to measure efficiency of production
- Too many communication / feedback channels
- **Semi-optimal tools** that are not industry-friendly
- Decentralized & **incoherent workflow** across teams and regions
- No way of measuring environmental impact

THE CURRENT WORKFLOW

Too many tools, Data silos, Redundancy, no Single-point-of-truth

Contacts & Talents

RFP & Briefing

Storyboard & Moodboard

Shotlist Schedule

Call Sheets Shooting day

Review & Approval

Delivery

*According to a study of the International Association of Broadcasting (IABM), Video Productions use multiple tools and separate systems to create their content, that creates bottlenecks and inefficiencies in the workflow. The industry is lacking a standard tool to cover most steps of video production in one interactive, centralised and collaborative system.

THE PERFECT WORKFLOW!

The whole production process and data in one place

PRODUCER™

Contacts & Talents

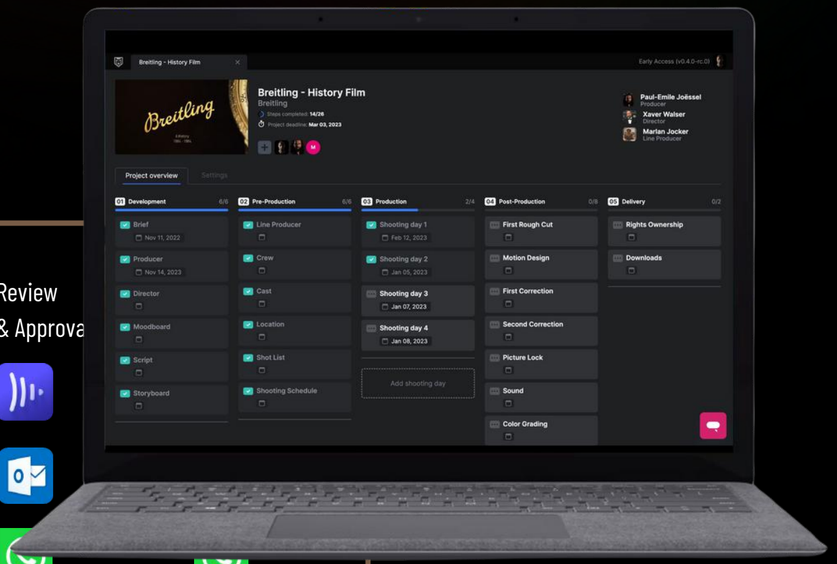
RFP & Briefing

Storyboard & Moodboard

Shotlist Schedule

Call Sheets Shooting day

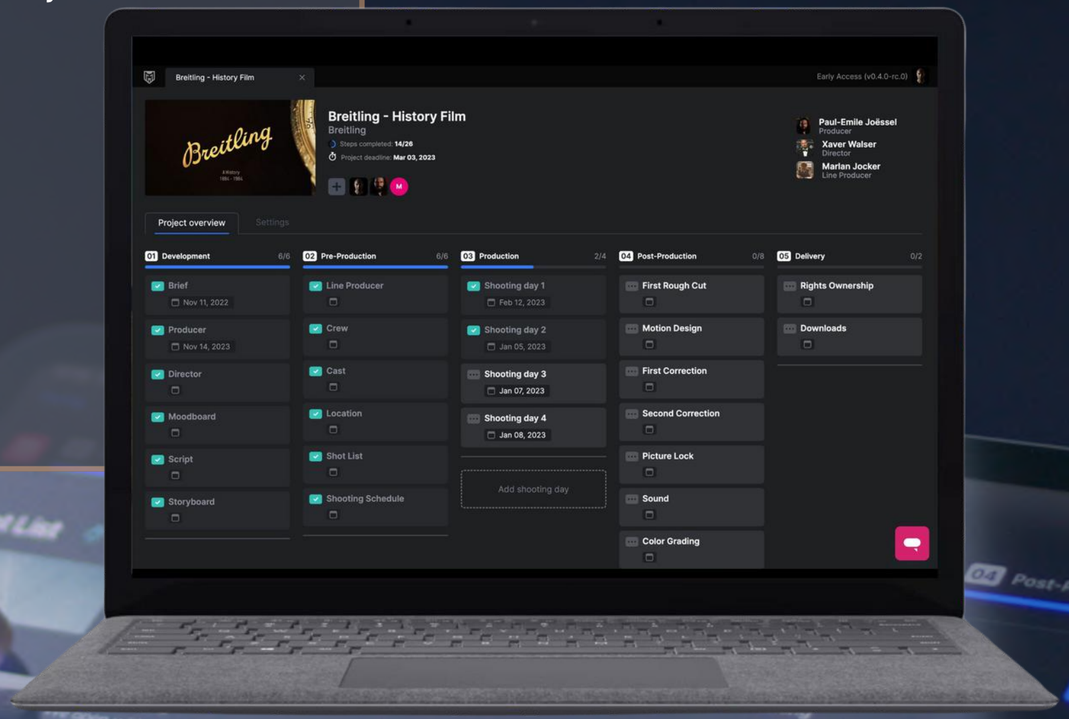
Review & Approva



THE PERFECT WORKFLOW

Extract your idea - make it tangible - bring it to life - distribute it to the world

- Covers all stages of production in one tool, from concept to delivery
- Made for teams & collaboration
- Customizable for complex organisations
- Cloud-based storage of all assets with controlled access
- Sleek, simple design, fostering creativity
- Clear overview, transparent



EFFICIENT ORGANIZATION

Centralized, cloud-based production management tool built upon best practices with access to relevant data

- Collaborative project management.
- Clearly defined content creation workflow from briefing to delivery.
- Centralized and secure storage of files and information (Running on Azure; fulfilling all relevant security certificates and Data Privacy regulations).
- Control over cost and efficiency for Management throughout the creative process.

- Interdependent workflow steps, rendering repetitive data entries obsolete.
- Single Point of Truth - always the latest relevant information in one space for everyone.
- Simplified Review & Approval process for Management across teams, brands and subsidiaries.
- Simple and fun to use, featuring a state-of-the-art User Interface.

PRODUCER

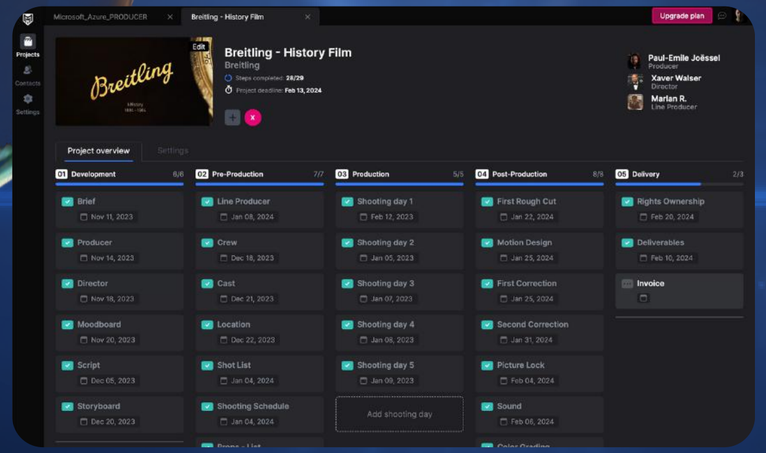
« As content creation becomes more decentralized and global – & A.I. adds fuel to the fire – it's essential that we have the right systems in place to manage it. It's not enough to just produce content; we must also be able to effectively organize, track, and distribute, all while ensuring our diverse teams are aligned. »

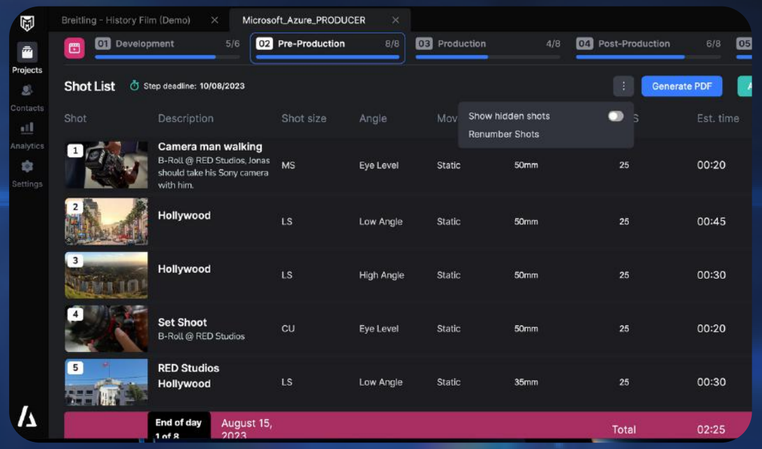
Andy Beach

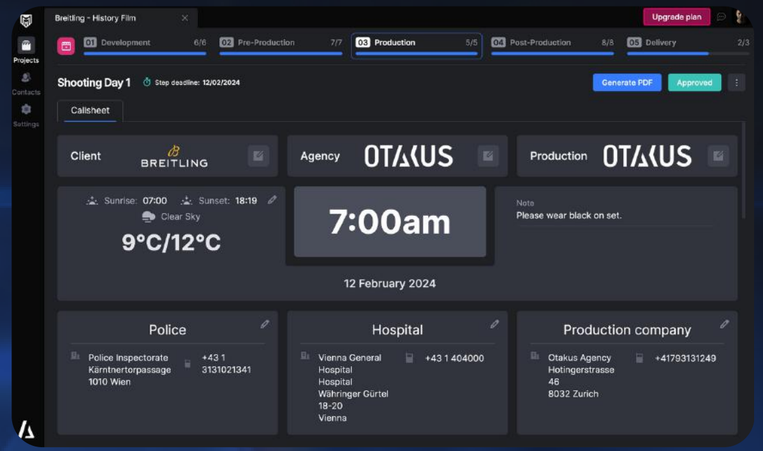
CTO Microsoft Media & Entertainment.

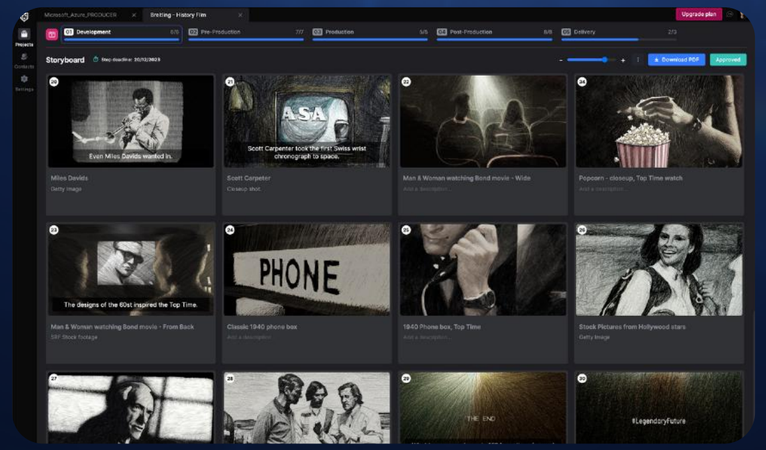
Microsoft

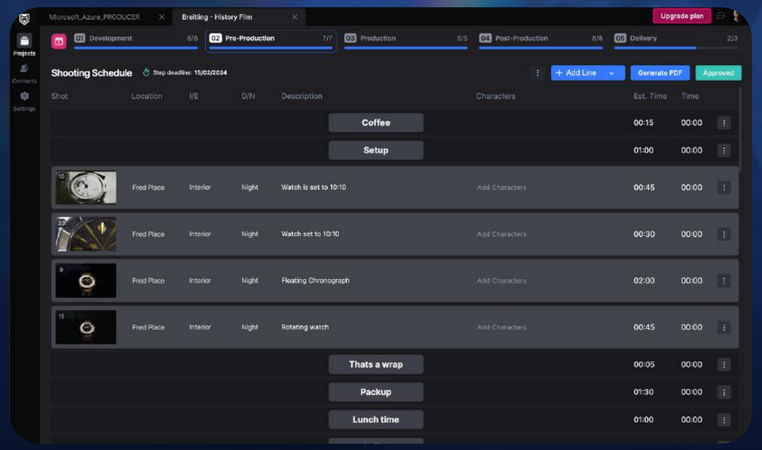
INTUITIVE DESIGN

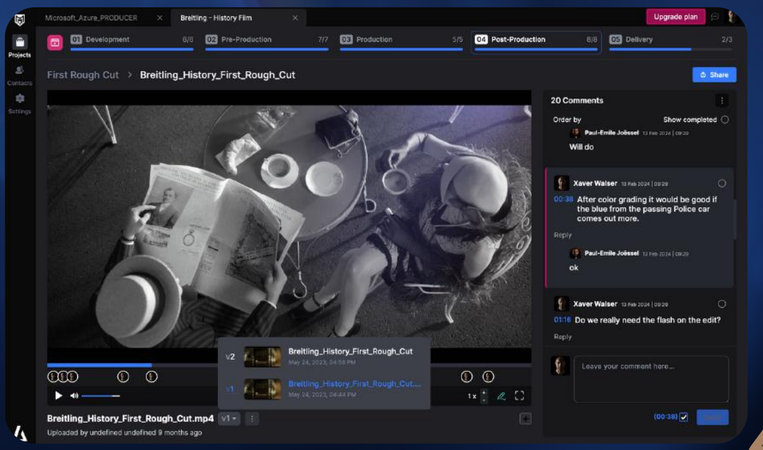












SUSTAINABLE

Producing on one platform allows for effective tracking

Before PRODUCER there was no way of knowing the true mark we are leaving on our environment with film and video production. Having all aspects of the content creation process on one unified platform, gives one the possibility to make better informed decisions on the topic of sustainability.

Understanding, assessing and adjusting. Resulting in better and more sustainable production environment while nurturing cost saving and improved efficiency.

COST, TIME SAVING & IMPACT

+50%

More productivity in
Pre-Production

+20%

More productivity in
Post-Production
by reduced number of revisions

+15%

Improvement on
client retention

+35%

Improvement on
sustainabilty

*calculated in time saved per regular production workflow planning

THE ADVANTAGE FOR COMPANIES

Implementing PRODUCER within Holcim's vast & varied brand ecosystem will significantly reduce the friction within the production process, increase productivity, and save resources.

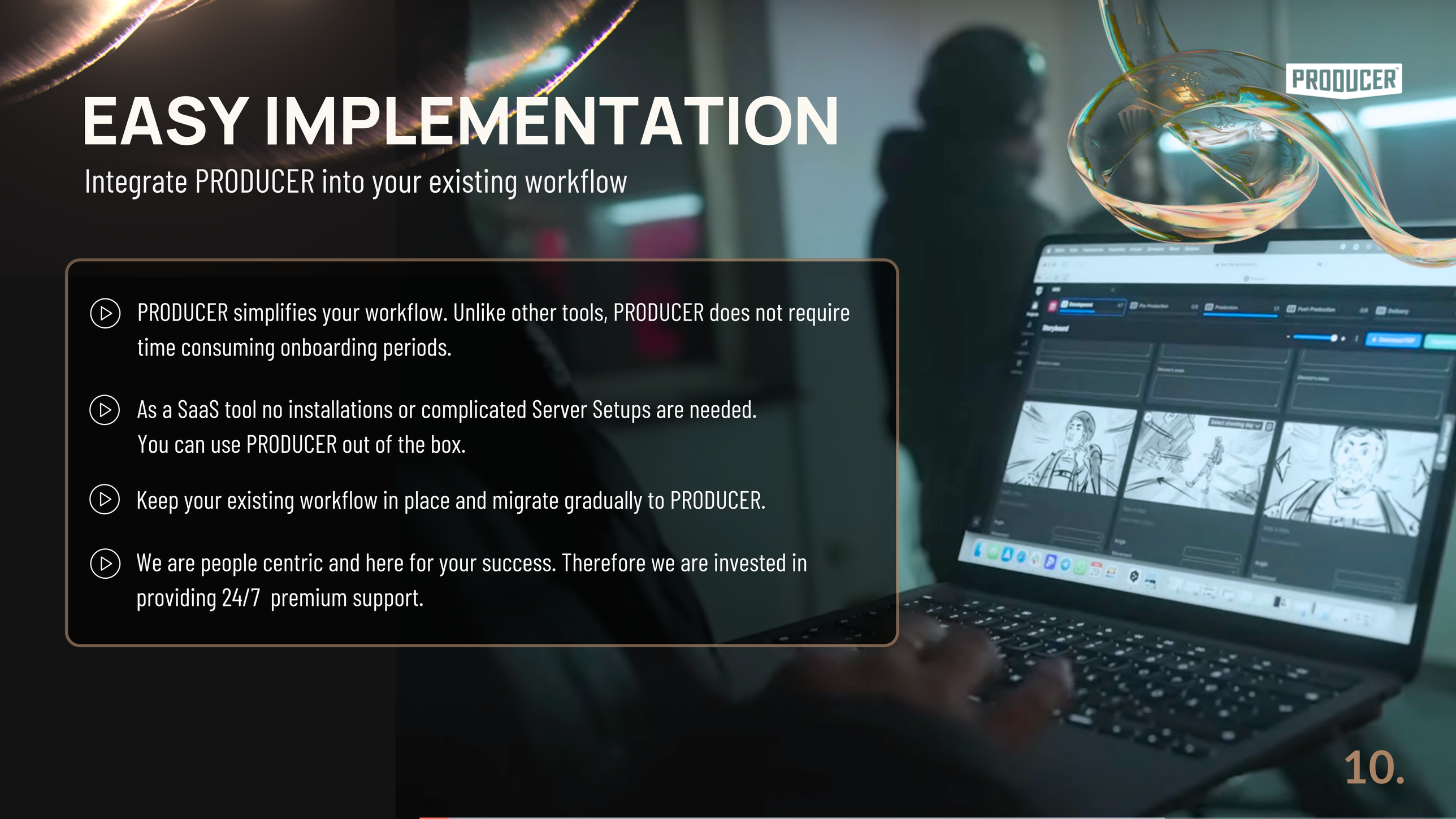
- Increase consistency & predictability.
- Increase efficiency & security by having full control of assets through centralised cloud-storage for the entire group, making it more convenient, easy & efficient to run productions & manage assets.
- Shape a standard in productions that aligns with the overall brand values.
- Happier & more efficient teams boost creativity & delivers better & stronger results that contributes positively to the entire company's wealth.

- Become more cost-efficient by eliminating unnecessary & time- consuming tasks (switching tools, onboarding, file transfer).
- Confidence in making right decisions that are based on transparency with access to analytics.
- With an increase in efficiency due to using appropriate tools through which you collaborate efficiently - the team can take on more projects & increase revenue contributing to the company's overall welfare.

EASY IMPLEMENTATION

Integrate PRODUCER into your existing workflow

- PRODUCER simplifies your workflow. Unlike other tools, PRODUCER does not require time consuming onboarding periods.
- As a SaaS tool no installations or complicated Server Setups are needed. You can use PRODUCER out of the box.
- Keep your existing workflow in place and migrate gradually to PRODUCER.
- We are people centric and here for your success. Therefore we are invested in providing 24/7 premium support.



WHY PRODUCER

We are filmmakers

PRODUCER was created from frustration knowing that there must be a better way of producing. As filmmakers ourselves the product was born from the pain.

Having everything at one place

Seeing everything at one glance gives peace of mind that production is running on schedule and on time. No more unexpected surprises that you are not aware of.

Customer centric focus

We value your feedback to understand the biggest frustrations within the day-to-day job of content creation and how PRODUCER can help solve that for you.

An ambitious roadmap

PRODUCER is working closely together with Microsoft to implement Co-Pilot within the application. Through R&D together with the University of Applied Science, ZHAW we are creating an algorithm for interacting via conversational interaction.

PRICING

PRODUCER

Starter

MAKER MACHINE

For solo creators, freelancers, and small production offices.

up to 10 users / 50 GB

$ 25 per user / month

save $ 48

Start free trial

- Unlimited free guests
- Unlimited projects
- Unlimited shots
- 50 GB storage
- Additional storage available
- Unlimited sharing
- No watermarks on PDFs
- Priority customer care

Professional

PRODUCTION MACHINE

For media departments and production houses.

No user limit / 500 GB

$ 49 per user / month

save $ 72

Get in touch

- Everything on Maker plus:
- Unlimited free guests
- Unlimited projects
- Unlimited sharing
- 500 GB storage
- Additional storage available
- Minimum 10 users
- Premium customer care

Enterprise

CUSTOM MACHINE

The Enterprise plan offers your organization tailored scalability, security, control, and support.

Get quote

individual plans

Join Waitlist

- Everything on Production plus:
- **24h premium** support
- **Customized** storage
- **Scales** to unlimited members
- **Custom** branding
- **Unlimited** guests
- **Dedicated** support team
- **Asset** lifecycle management

SUCCESS STORIES

PRODUCER is trusted by

PENTAMEDIA

UNIVERSITÄT LEIPZIG

copperwing

CUEMOTION

ORISONO

GLUT AMAT

stories ag

videolutions

VJii FILMAGENTUR

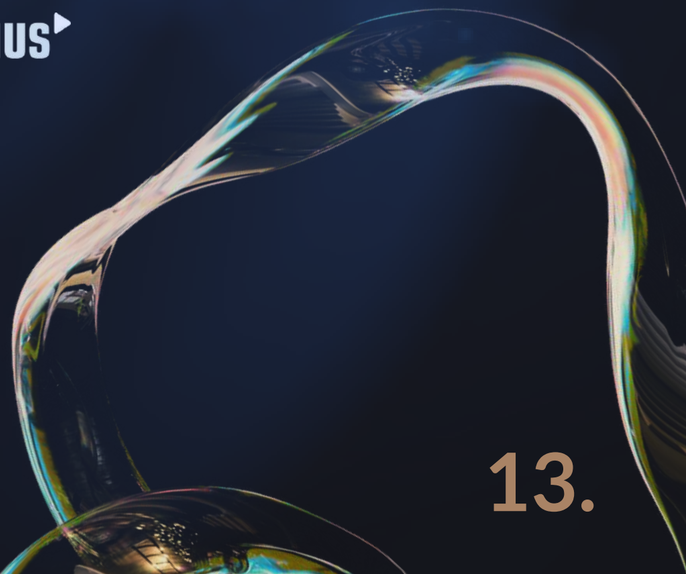
ABSOLUTTURNUS

SALIENT

swissfilm ASSOCIATION

Microsoft Learning

And many more...



OUR PARTNERS

Market leaders for state-of-the-art technology & reliability

Azure

Microsoft

accenture

Zürcher Hochschule
für Angewandte Wissenschaften

zh
aw

UBS

DigitalGlue

software one

Innovation project supported by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

MEET THE CORE TEAM

PRODUCER`s strength lies within it`s amazing team from every walk of life. Anything from frontend developers to product owners, to designers to marketing etc... all full of passion and loving their contribution.

XAVER WALSER

Chief Executive Officer

PAUL-EMILE JOËSSEL

Chief Technical Officer

TORSTEN PUSTAL

Chief Financial Officer

PATRICK LAMBERTZ

Chief Operational Officer

THANK YOU

Unleash the future of content teamwork.
Let`s take the leap!

PRODUCER™
MAKER MACHINA

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