

5 WAYS GOOGLE WORKSPACE FOR MEDIA AND ENTERTAINMENT IS TRANSFORMING OPERATIONS

Learn how Google Workspace is helping M&E companies leverage cloud-based communication tools to boost productivity and collaboration, increase security, and engage audiences





Introduction

Media and entertainment companies are developing and integrating new technologies, as well as creating content that is seen by millions and generates billions in global revenue. But behind the systems that enable digital animators to bring dinosaurs to life (at least on screen) or empower users to share their dreams with the world, are companies that need innovative tools to help them boost productivity, ROI, and collaboration.

Read 5 reasons why implementing [Google Workspace](#) for Media and Entertainment strengthens companies' focus on innovation and audience satisfaction.

1. Collaborate better with cloud-based projects

Nearly every media and entertainment organization struggles with meeting KPIs, getting feedback on designs and mockups, and efficiently managing tasks. What can companies do to ensure projects are finished on-time and (hopefully) under budget?

[Google Docs](#), [Sheets](#), and [Slides](#) are cloud-based tools for word processing, spreadsheets, and presentations. These files are all hosted safely and securely in [Drive](#), another Google Workspace tool, meaning employees can also say goodbye to the age of emailing files back and forth, or wondering if the document they're working on is the most current. Colleagues simply click on a link to the file, input their edits, and collaborate by accepting changes or adding comments. Projects get completed faster because edits to files can be made in real time; as an added feature, users can access these files even when they have little or no internet connection.



2. Enable more secure file storage

In the age of hackers, cyber threats, and phishing, media and entertainment sectors have become high-profile targets. Security breaches not only drain the bottom line, but can send shockwaves throughout organizations. Relatively small crimes, like a stolen password for streaming entertainment content, can cost companies \$10 per month per user, in perpetuity.¹ Historically, piracy has been an annual, multimillion dollar thorn in the side of production houses. For example, a North Korean hack on a studio effectively ruined a movie before it was even released, causing the U.S. State Department to get involved (it also played a major role in costing the studio head her job).

Drive and [Vault](#) are two highly secure document storage tools in Google Workspace. Drive enables employees to upload files, share with colleagues, and make edits, while Vault houses completed files (with added digital protections) for future use. Administrators can control who has access to these files, giving organizations an extra level of security and employee accountability. Workers spend about 13 hours - 28% of their week - on emails,² but Drive and Vault virtually eliminate email as a file transfer tool, which gives team members extra time in their week to focus on bigger priorities.

¹ <https://www2.cso.com.au/article/621345/how-movie-industry-can-fight-growing-hacker-threat/>

² <http://attentiv.com/email-takes-time/>



3. Get faster feedback and strengthen customer engagement

Audiences might be more fragmented than ever, but they're also easier to engage with than ever. Two numbers can help you harness their passion: 78% can't live without their mobile devices and 71% say they never turn them off.³ They interact with the world so much through their phones (or tablets); rather than fight it, how can you align their preferences with strengthening your relationship with them?

Forms is a tool that enables companies to engage with customers and audiences and solicit their feedback through a safe portal. Users can create digital forms to acquire contact information, get comments about media or entertainment content, and register fans for events and promotions. Internally, organizations can use them for time-off requests or distributing/gaining acknowledgment of their policies. Forms can be created on and accessed by any device.

³ <https://www.customerthermometer.com/customer-feedback/customer-feedback-process-stats/>



4. Manage production timelines from one location

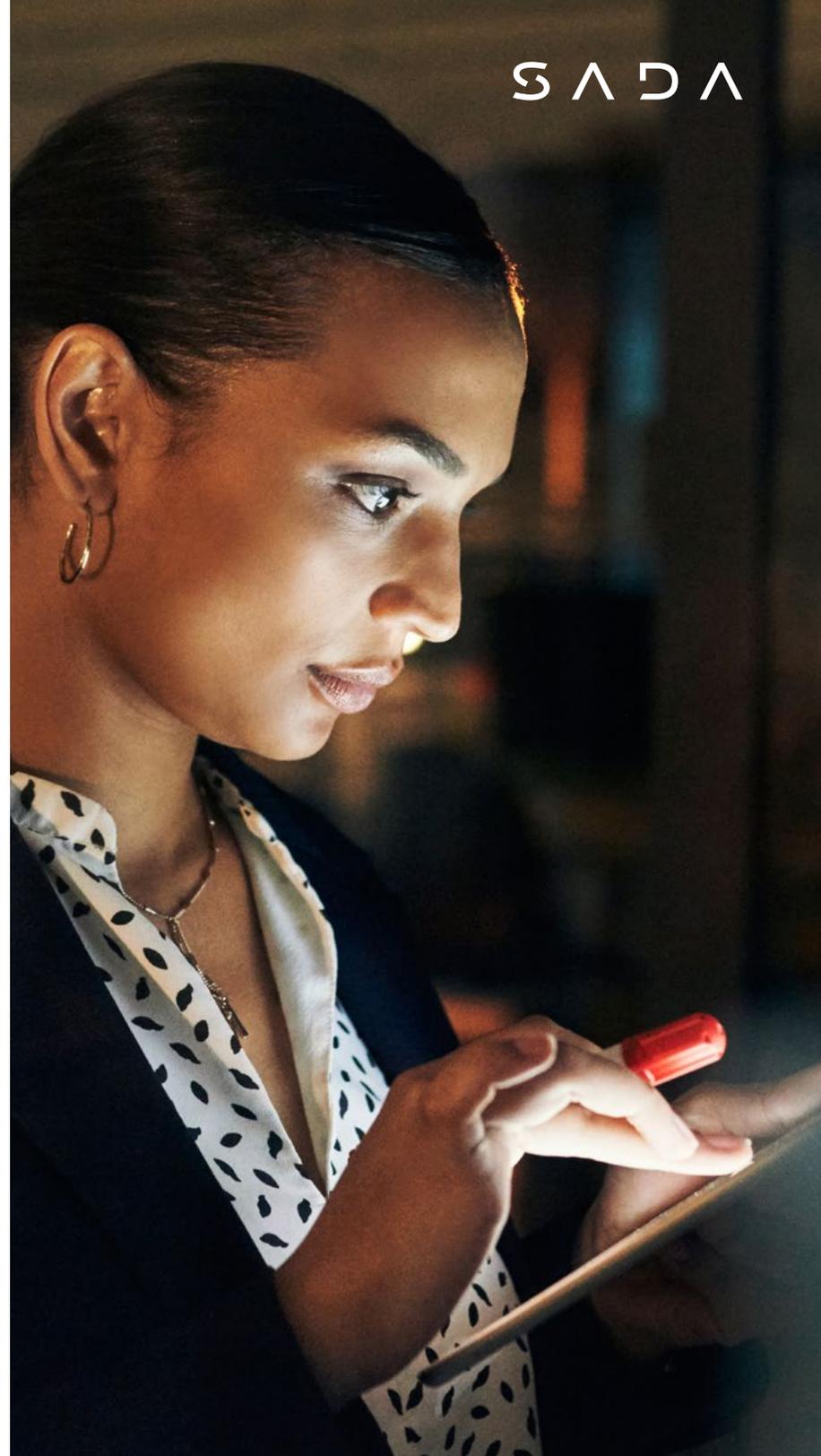
The average enterprise-level organization uses 70 collaboration tools. But do all those tools actually lead to more productivity? In most cases, the answer is no. Employees want one single platform that can be the springboard to driving value.

Sheets and [Calendar](#) are two Google Workspace tools that streamline and strengthen operations. The former enables users to create colorful, organized, impactful spreadsheets that can help users analyze everything from ad spends to production budgets and more, ensuring that projects are finished on time and with a tangible ROI. Workers can also better consolidate data and forget about the multiple data entry points that are inherent to having perhaps too many tools.⁴

The modern workforce spends about 160 million hours per year in transit,⁵ and much of that is wasted through unnecessary trips and poor communication. Calendar enables employees to view each other's schedules, quickly set up meetings or onsite events, and change times based on availability. This makes it easy to create call sheets or coordinate shooting schedules to ensure that everyone knows where they need to be. Admins can also plan and distribute tasks, track productivity, and solicit feedback, all with the goal of boosting productivity and collaboration and pleasing ROI-focused executives.

⁴ <https://chiefmartec.com/2017/06/average-enterprise-uses-91-marketing-cloud-services/>

⁵ <https://www2.deloitte.com/us/en/insights/focus/future-of-mobility/opportunities-for-media-and-entertainment-industry.html>



5. Make business more social and relationships-based

For many employees, 35-50% of their jobs are away from their desks and that doesn't mean they're at the water cooler— it means they're closing ad-spend deals at clients' downtown offices, or perhaps at a conference to line up investors for next year's tentpole summer blockbuster. How can your company's road warriors stay connected in an office they're not always in?

[Google Meet](#), a Google Workspace-integrated video conferencing solution, makes it simple to connect with your team from anywhere with easy-to-join video calls. Not only can they exchange critical information in the moment, but these virtual meetings can also be recorded. That way, companies can leverage them for future use and retain vital organizational knowledge. Hangouts Meet also boosts engagement by incorporating a more fun, social energy into collaboration.

[Google Voice](#) also makes on-the-go communication easier by giving you a phone number for calling, text messaging, and voicemail. It works on smartphones and computers and syncs across your devices. It can be added as a paid subscription to any Google Workspace edition.

These tools increase the amount of time workers can be productive, while reducing stress and burnout. A mobile-friendly approach to collaboration means employees don't have to worry that they'll miss the 10:00 am call with the design team; it can be recorded and watched while waiting for a flight.

⁶ <https://www.themuse.com/advice/how-much-time-do-we-spend-in-meetings-hint-its-scary>





Conclusion

While engaging customers with content is always an uphill strategic battle, Google Workspace ensures that the tactics behind content production are more seamless than ever. Organizations can rest assured that their sensitive files - everything from employee data to high-profile content that may attract hackers - are safe and secure behind advanced digital protections. Employees can also interact, collaborate, and meet deadlines faster.



About SADA

At SADA, we climb every mountain, clear every hurdle, and turn the improbable into possible – over and over again. Simply put, we propel your organization forward.

It's not enough to migrate to the cloud, it's about what you do once you're there. Accelerating application development. Advancing productivity and collaboration. Using your data as a competitive edge. When it comes to Google Cloud, we're not an add-on, we're a must-have, driving the business performance of our clients with its power.

Beyond our expertise and experience, what sets us apart is our people. It's the spirit that carried us from scrappy origins as one of the Google Cloud launch partners to an award-winning global partner year after year. With a client list that spans healthcare, financial services, media and entertainment, retail, manufacturing, public sector and digital natives – we simply get the job done, every step of the way.

Your challenges are ours. We're ready. Let's go.

“SADA advised us in getting everything set up in a way that made sense for our business. I'm not a developer myself, but SADA did a great job helping me understand everything they were setting up for us. Having that level of guidance really enabled us to leverage the technology from the beginning.”

Patrick Aluise

SVP, Head of Digital and Augmented Reality, Moviebill

“We wanted to throw everything into a data lake, and we had a unique approach to managing and leveraging it. We talked to Google, and they recommended SADA. SADA engaged their consulting and technical resources and delivered.”

Harrison Lewis

Chief Information and Privacy Officer, Northgate Market

“SADA was a guarantee that our GCP migration was going to work. We didn't just get a bunch of help tickets and credits; we could actually pick up the phone and talk to someone — it's a partnership.”

Jim Hefner

CTO, ME.ME

A few of
our clients

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MCCLATCHY

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