

# C is for Collaborate

Presented For Central Desktop





123

SESAME STREET



Communicate the Need

Origins of the Solution

Observe and Optimize

Keep Everyone on Task

Integrate the Office

Enhance the Mission

# Communicate the Need



## Origins of a Solution

How do we increase video approvals with co-productions?

- Send Script
- Receive Rough-cut
- Send Edits
- Resend Rough-cuts
- Approve



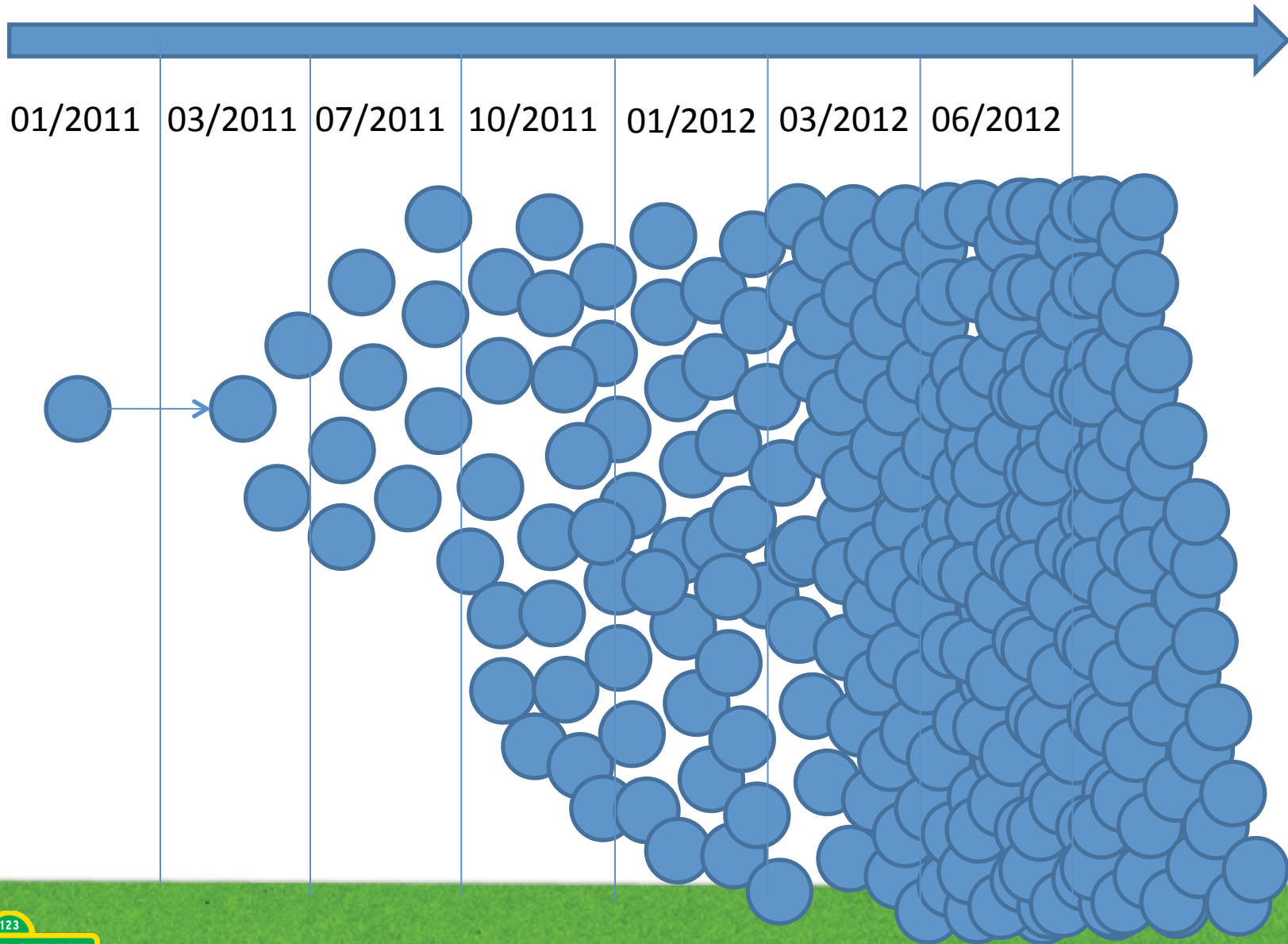
## Origins: Requirements

- Online, web-based experience
- Secure
- Ability to Comment
- Ability to view media

In 2010, after having tested many different systems, we landed up Central Desktop for a POC.

- Started with 1 group: International Production
- Within weeks, word began to spread
- Within a short time, we had gone from 3 workspaces to 188

# Observing the Growth: Going Viral





## Optimize and Organize

We quickly had to start building policies and procedures

- Created Group Admins and gave them more control
- Consistent Training for both Admins and Staff
- Regular Pruning



Once the system was organized, teams began to organically use the system

- Production has turned CD into its full workflow and production mgmt. system
- From conception to completion

## Keep Everyone on Task



## Keep Everyone on Task

“So I had to take a minute to thank you guys for Central Desktop. It has transformed our workflow. We are so much less dependent on email and there is total transparency across the various projects we are using it for. I cannot explain what a difference this makes to us.” – Nadine Zylstra, Sesame Street Production

## Integrate the Office

- We expected external partners to work well as remote collaborators
- Never expected that internal staff would replace internal shared drives
- Writers no longer sit in small closed rooms to work together
- Producers no longer schedule middle of the night calls
- Most surprisingly, silos in the office began to break down



## Integrate Office

- Application integrations are key to making solutions intuitive to users
  - No integration is stronger than becoming a part of Microsoft Office



## Enhance the Mission

What used to  
take weeks, now  
takes days, and  
sometimes...  
HOURS.



Share it Definitely







**THANK  
YOU!**