

CASE STUDY

“Meisterplan helps us deliver our projects on time, within the agreed budget, and in top quality”

Måns Björklund, Important Looking Pirates



Important Looking Pirates



MEISTERPLAN



Staying agile and flexible with Meisterplan

Imagine that it's your job to bring monstrous great white sharks to life or to create deceptively real 18th century landscapes for the big screen. How would you go about it? The film industry knows: if you're looking for a visual effects and animation specialist, you turn to the specialists at Important Looking Pirates, or ILP for short. Founded in 2007, the company quickly made a name for itself as an industry expert in the field of visual effects (VFX) and digital animation. With around 50 creative, technical, production, and support staff, the Stockholm-based company is setting new standards in digital film production using the latest technology. Customers, including television network NBC, advertising agencies, and game developers, put their trust in the experience of the highly specialized team.

MEISTERPLAN HELPS WITH AGILITY

The great challenge of a dynamically active agency is to be able to adapt flexibly to new customers, projects, and requirements at all times. In a business where the motto is "Faster, higher, farther," each new project redefines the limits of what is possible. Especially in the field of production/development, where creative ideas are technically implemented, it is a matter of not only selecting the right team members with the proper qualifications, but also verifying their availability based on resource distribution. The planning process for a team of more than 50 employees working simultaneously on around 50 projects can take some time using current planning tools.

THE COMPANY

- Important Looking Pirates
- Branch: VFX agency
- Founded in 2012
- award winning VFX competence

MEISTERPLAN PROJECT INFORMATION

- High volatility in project and resource planning
- High standards of scenarios and decision support
- Integration of diverse project data sources
- License model: SaaS

Add another last-minute change, new project, or deadline postponement, and it's back to the drawing board. "The be-all and end-all of successful project management is realistic planning that is not only well thought-out but also, above all, flexible. Our previous planning tools were too cumbersome, too static, simply too slow. What we needed was a tool that would adapt to our requirements, not the other way around," explained Måns Björklund, Executive Producer at ILP.

FASTER AND MORE EFFICIENT PROCESSES

In order to get a handle on administrative effort and to detect constraints sooner, ILP decided to go with Meisterplan. Now, three VFX producers are responsible for project portfolio planning and resource management. "We started by defining the roles, or functions, that we needed in order to implement our projects. When putting together the project team and carrying out the resource planning, we can see which resources, or persons, are assigned to these roles. This gives us an overview of which capacities are available. This in itself is nothing out of the ordinary. What convinced us in the end was the ability to use Meisterplan to simulate scenarios. We can see directly how various scenarios affect resources. In an instant, we can detect where constraints exist or where there are mutual dependencies between projects. We can modify the project plans and see the result in the same second, live before our eyes. All of this helps us deliver our projects on time, within the agreed budget, and in top quality," affirmed Måns Björklund. The project and resource details come from an in-house system and undergo two-way synchronization with Meisterplan using the web service as an interface. Meisterplan has thus proven to be an ideal add-on solution.

EASY INTEGRATION

With Meisterplan, the ILP project managers can now, for the first time, give a status report on current teams and projects, virtually at the press of a button. They can instantly see: Which teams are working on which projects? Which projects are related to or dependent on one another? Are there resource conflicts any-

where? The intuitive options for simulating various scenarios allow them to make reliable predictions as to whether projects can be implemented as desired, or which resource management 'screws' could still be tightened. Meisterplan accelerates the decision-making processes in VFX production and provides transparency with regard to resource utilization. Another argument in favor of Meisterplan is its capacity for quick and efficient implementation with comparatively low effort. "We use Meisterplan as a SaaS solution. Thanks to the easy learning curve and short implementation time, we were able to plan resources and carry out simulations using real data from our planning system within a few weeks," said Björklund.



Compared to the state of affairs a few months ago, the situation has improved dramatically. Constraints are detected early and prevented by means of functional project portfolio and resource planning. The highly specialized employees are deployed more efficiently and are able to spend less time working at maximum output levels. "We are visual people. Being able to simulate our projects and resources and see the result directly in real time helps us make better decisions in the interests of our customers. Our employees now have more time to concentrate on what they love: astounding people with magnificent effects," said Måns Björklund, boiling it down to its essence.



Mans Björklund, Vfx producer with 19 years of experience of the CG industry. Started out with hands on experience producing Idents, promos, advertising and tv-graphics. Today producing high-end vfx for feature film, tv-series, digital content, commercials and games.

ABOUT IMPORTANT LOOKING PIRATES

ILP is a Swedish company that creates visual effects (VFX) and digital animations for films, TV series, ad spots, and games. The company offers a wide range of creative and technical services, starting with the planning and implementation of productions from the concept and storyboard phase through to visual effects and post-production.

ABOUT MEISTERPLAN

Meisterplan is an interactive project portfolio and resource management software. The software enables key decision makers to understand complex working dependencies and restrictions. Working with the software enhances high-quality decision making to maximize priorities, budgeting and resource planning.

ABOUT ITDESIGN

With more than 15 years of experience in project and portfolio management, itdesign specializes in the development of resource intelligence systems for management support. The company prides itself on long-term satisfied client relationships. Meisterplan software is an itdesign developed product, the direct result of solid client communication and the need for high-level project portfolio planning.



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For more information, please visit
www.itdesign.de.

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