

## Implementing a data management system to increase efficiency

Jellyfish Media is a computer animation, CGI, Development and production facility working in the broadcast sector. The project aim was to develop and implement an interactive data management system for effective asset management and more efficient deployment of company resources.



### The results

Improved



operational  
efficiency

Capacity to



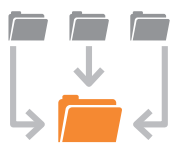
bid for bigger  
projects

Improved



client  
experience

Live projects



& bids visible  
in one place

More efficient



project  
management

More efficient



recruitment  
process

### The details

Delivered via the **Knowledge Transfer Partnership** scheme, meaning Government made an **investment of two thirds** of the overall cost.



**A full time expert** delivered the project.

The expert was supported by an experienced & highly qualified **LSBU academic team**.

LSBU also provided **administrative support**.

### The work



Training staff  
on new  
software



Improved  
management of  
human resources



Development and implementation of the 'Reef' software to unify managerial operation and improve client experience