

# ➤ Sauce is ready for action!



**DARRYN SMITH**  
**EXECUTIVE PRODUCER**  
**SAUCE**

## FACT FILE

### Company Background

- Sauce has been offering film production and post-production services since 2000.
- Expertise in television, commercials, graphics and animation.
- 25 staff across Wellington and Auckland offices.
- [sauce.co.nz](http://sauce.co.nz)

### Challenge

- Enable fast and efficient mobile data transfer between staff.
- Ensure high-speed data transfer remains reliable and cost-effective.

### Solution

- Mobile Broadband data cards for senior producers and directors.

Every 30 second television advertisement requires a lot of time, effort and, crucially, data. For film production firm Sauce to simplify their production process and increase productivity, efficient data-transfer was a major priority.



FOR THE FIRST TIME, WE HAVE TRULY EFFORTLESS, EFFICIENT AND AFFORDABLE MOBILE DATA IN NEW ZEALAND.

Sauce turned to Telecom's 3G network, Mobile Broadband, to enable the fast and cost-effective transfer from laptop to laptop of data-intensive files containing the latest images and video files.

"Like any business, every piece of work we do requires supervision and feedback and final approval before it goes to the client. Normally this would require our directors and producers to be on site while shots are being composed and completed. But it's not very efficient for them to micro-manage all the set-up as well," says Executive Producer Darryn Smith.

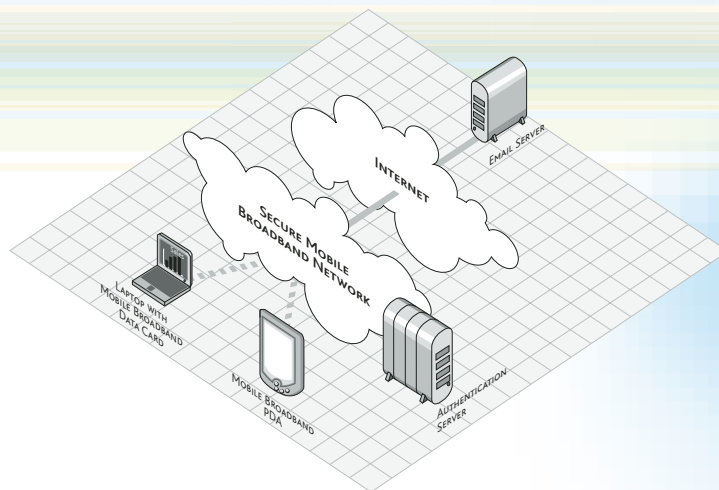
Sauce needed a way of transferring completed scenes through to the Producer or Special Effects Supervisor's laptop – wherever they might be. The problem is the files they needed to send are huge. Just one second of normal TV-quality imagery is about 30MB worth of data.

#### Fast and cost-effective file transfer

Mr Smith turned to Telecom's 3G network, Mobile Broadband, to enable the fast and cost-effective transfer from laptop to laptop of data-intensive files containing the latest images and video files.

Telecom supplied Sauce's senior directors and producers with Mobile Broadband data cards to plug into their laptops. When a scene is finished, the crew send the file as an attachment across the Mobile Broadband network.

This means staff can work on a project from several different locations. In turn, this enables staff to work more efficiently on client's projects and keep costs down.



"The performance has been phenomenal. Before Mobile Broadband, we wouldn't have bothered trying to communicate until we got back to the office. Sending these data-intensive files would simply have been too slow and too expensive."

#### Increasing staff productivity

"These high-speed data transfers are letting our senior staff work more efficiently. Instead of being constantly required on site, to direct footage or shot set-up, they can now get on with work somewhere else. They only need to get involved when everything is ready to be checked and approved.

"They can get through more work, and it's more cost-effective for clients because they no longer have to pay for senior staff to twiddle their thumbs on location while shots are composed and filmed.

"Not only is Sauce using Mobile Broadband in their client work, it's also changing the way senior staff run the business."

Sauce Managing Director Dave Tingey adds "We've been teaming Mobile Broadband with Telecom's Remote Office to give us access to all our normal work files and applications. I was at the bach over Christmas using Mobile Broadband to check my email, go through the accounts and use Internet banking.

#### Affordable technology

"The technology is outstanding and it's affordable as well. Telecom's data plans are fantastic value and the cost of the data card is nothing compared to the value of the service. It's really sharpened the way we run our business."