

The LINE / STUDIOS

# Removing the Barriers to Creativity

How The Line Studios Tackled Operational Inefficiencies and Scaled  
Their Business While Re-Centering Attention on Their Clients



**Creative  
Force.**

## The LINE / STUDIOS

### RESULTS AT A GLANCE

**60% Reduction**

in lead time

**4 New Studios**

all opened during the COVID-19 pandemic, no less

**20 New Clients**

running through Creative Force

**12 Days**

from their new feature request of Creative Force to availability within the software

**90% Faster**

onboarding each freelancer

**50 Freelancers**

that now can seamlessly plug in and out of their production team



# Meet Our Friends: The Line Studios

The Line Studios is a full-service creative production company that has made the production process awesomely simple. Their lean commercial photography studio handles hundreds of shoots each year for e-commerce clients, primarily in the fashion and beauty care world.



**INDUSTRY**  
Commercial Photo Studio



**SHOTS PER DAY**  
100 Daily Average



**LOCATION**  
Brooklyn, NY, USA



**NUMBER OF STUDIOS**  
5 Studios and 5,000 sq ft.



**COMPANY SIZE**  
8 Full Time Employees  
50 Freelancers



**PHOTO STUDIO**  
6 Team Members  
On Location



**SKU'S PER YEAR**  
15,000



**YEAR FOUNDED**  
2015



**WEBSITE**  
[thelinestudios.nyc](http://thelinestudios.nyc)



THEIR GOAL:

# To Streamline and Scale

Ultimately, The Line Studios' co-founders, Rob Harkey and Lindsay More Nisbett, wanted to increase efficiency, scale their business and expand their footprint to increase their overall capacity. But to do all that, they knew they'd need to streamline processes and enhance operational visibility.

**Our goal was simple — to help them make it all happen.**



# The Challenge? Where to Begin...

## 1 SAMPLE MANAGEMENT

Managing product inventory and its movement between sets and studios, often remotely, was critical to the success of their business, and especially so for any satellite operations. It was often problematic and always a headache.

## 2 MANAGING MULTIPLE CLIENTS

Each of their many clients share product and sample information differently. Some provide product samples with SKUs, some with UPC's, and others pull from top of production providing little to no data at all.

Incomplete information and a lack of consistency made streamlining a major challenge.

## 3 OPERATIONAL VISIBILITY

Rob and Lindsay knew that it would be difficult to run multiple satellite studios without full visibility into on-set production statuses. They'd need more complete reporting and real-time updates to handle managing multiple sets remotely. Without access to this much-needed data, slowdowns on-set and with post-production couldn't be dealt with as they arose, leading to bottlenecks.

## 4 FREELANCER ONBOARDING

The learning curve for getting studio talent up and running had been steep, especially with manual tasks like reviewing style guides and uploading files to the right places.

## 5 LEAD TIMES

These challenges made it difficult to adapt and pivot on the fly, causing lead times to drag on longer than they'd liked.

For The Line Studios to expand and thrive as an independent commercial photography studio, they knew Rob and Lindsay had to streamline their processes and find a way to effectively manage their teams remotely.



*“Sample management and tracking was a huge area that we were looking to expand upon and have a better source of detail — then on-set tracking, on-set productivity, and also understanding volume distribution.”*

**ROB HARKEY**

Co-Founder & Director of Operations

*“Creative Force offers the flexibility and centrality we’ve always been after when it comes to production. Its consistency spreads power to all aspects of our business but most importantly, lets our creatives do what they do best.”*

**MICHAEL DRUCE**  
Senior Staff Photographer



*“Creative Force has been an excellent tool for day-to-day studio activity. The software tools have made sample tracking immensely easier and allowed me to put my focus more on client experience. The style guides and workflow tools allow me to place specific rules per job that ensure no mistakes occur on set.”*

**KATIE HARLESS**  
Producer



# Overcoming Hurdles, One by One.

## SAMPLE MANAGEMENT

By offering an adaptable sample tracking system, our software enabled The Line Studios to adjust the flow of samples based on productivity and volume at each location.

## MANAGING MULTIPLE CLIENTS

Our sample management functionality has enabled The Line Studios to create unique product IDs for individual samples. That way, even when client-provided product information is incomplete, physical samples – and the corresponding production of their photography assets – remain trackable throughout the entire production process.

## LEAD TIMES

After increasing operational visibility and enabling real-time status tracking, The Line Studios has been able to pivot easier when bottlenecks arise, often adjusting production on the fly. As a result of this new, lean approach, The Line has successfully slashed lead times from five business days down to just two, a 60% reduction.

## FREELANCER ONBOARDING

Thanks to the intuitive UI (user interface) along with the checks and countermeasures that act as guardrails within Creative Force, The Line Studios reduced onboarding times for freelancers by 90%, from several hours down to 15 minutes and now has 50 freelancers regularly plugging in and out as part of their studio production team.

## OPERATIONAL VISIBILITY

Early on in our relationship, Rob and Lindsay came to us with a couple of features requests:

1. Real-time tracking of production status (including managing samples and tracking their location, and on-set production)
2. The ability to pull and provide detailed progress reports to clients as needed.

Adhering to our user-centered design philosophy, we devoted development resources to building additional functionality within the software to meet their needs and the needs of future Creative Force customers. We're proud to say that in less than 2 biweekly sprints from their initial request, these new features were up and running, available to not only The Line Studios but all of our clients.

# The Outcomes We Didn't Expect

## INCREASED CROSS-FUNCTIONALITY

In March, when The Line Studios went remote – along with countless other studios globally – they found that our software made it possible for their team members to take on additional roles outside of their specialties. Photographers shooting samples in isolation began handling minor styling duties. And when samples called for heavy styling, The Line Studios' stylists began actually shooting some products on their own.



*“Surprisingly, Creative Force has really helped to support cross-functional training. So as we slowly move back into the office [post-quarantine], we plan to have people step in and assist at every level. It’s definitely going to be a new benefit to workflow.”*

**ROB HARKEY**  
Co-Founder & Director of Operations

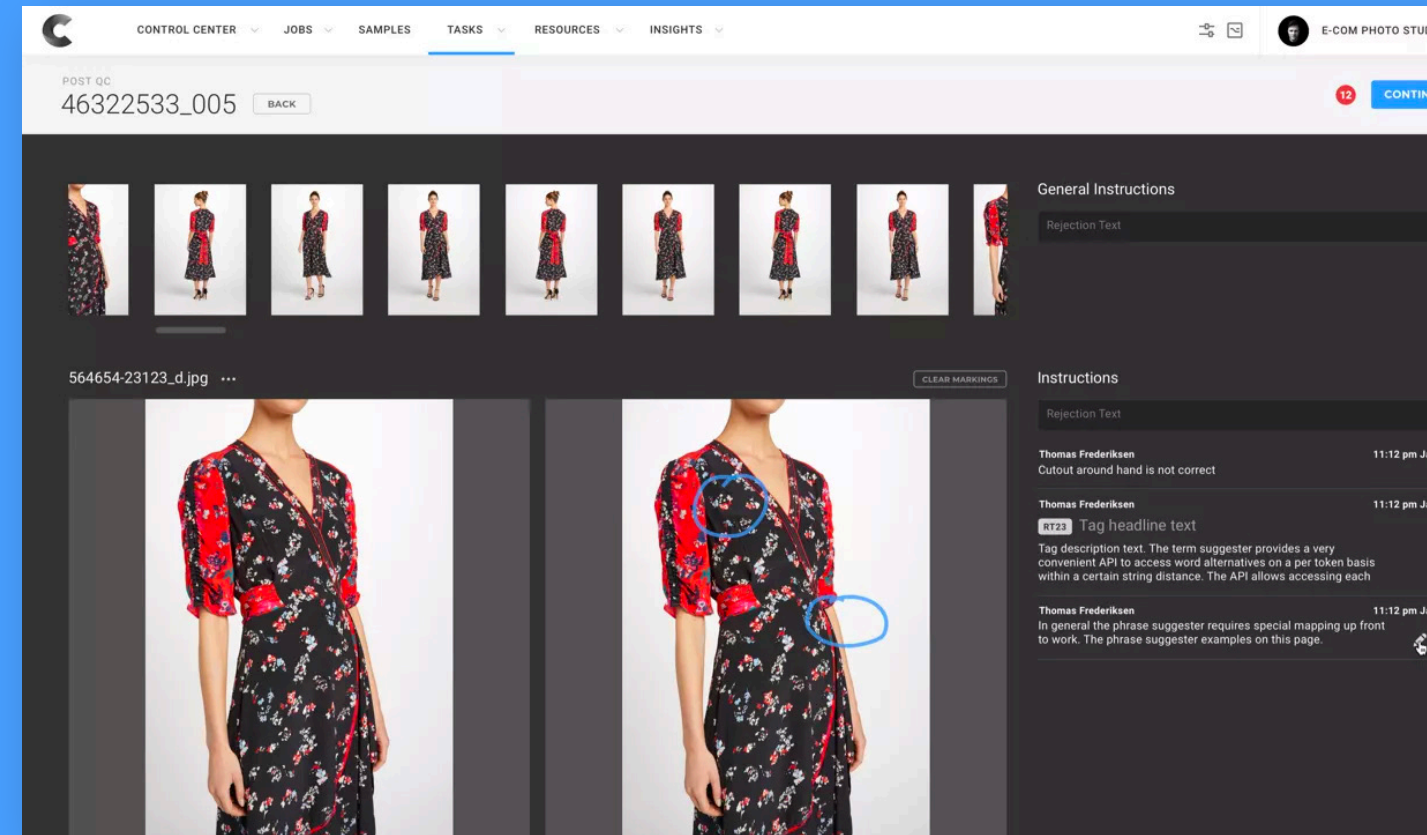
## BUSINESS GROWTH

While The Line Studios knew early on that Creative Force would be useful in their own internal operations, they hadn't considered, until recently, how they might position Creative Force as a competitive advantage in acquiring new clients.



*“CreativeForce has become an essential tool for our business. It’s helped us to streamline sample management, style guides, and post-production – all hugely important for our growing client list. Producing beautiful and impactful creative assets is our core, and CF provides us the underlying systems to support our growth, as well as the growth of our brand partners.”*

**LINDSAY MORE NISBETT**  
Co-Founder & Brand Director



## THE END RESULT:

# Growth — In Every Sense

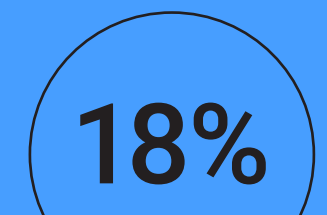
Since implementing Creative Force, The Line Studios has added to their capacity and increased their productivity, leading to the acquisition of new clients.



New Satellite Studios Launched



New Clients Acquired

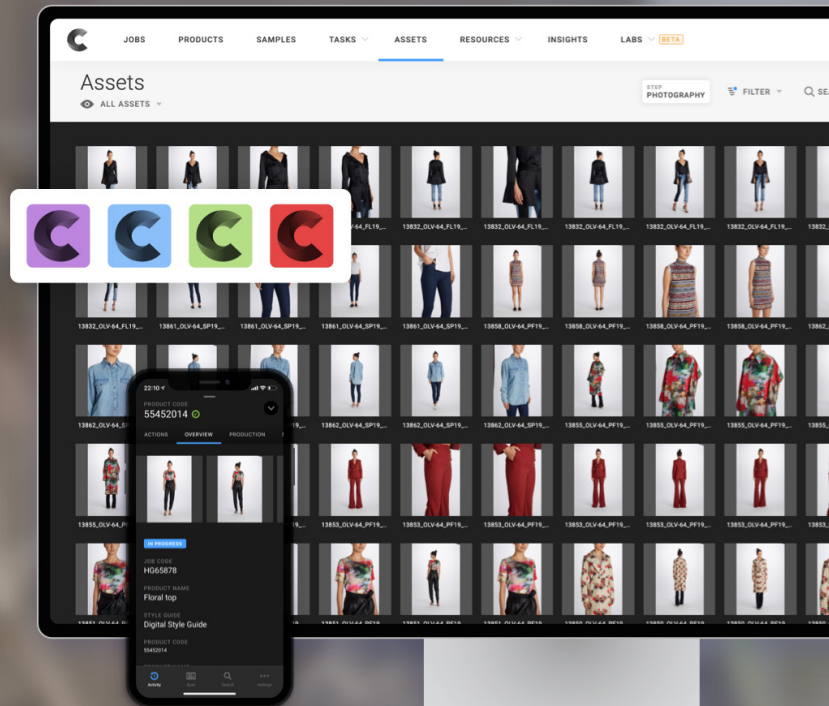


Increase In Productivity



## Loved By Creatives

The end-to-end content production platform for large scale e-commerce.



# About Creative Force

## THE #1 PHOTO STUDIO MANAGEMENT PLATFORM

Creative Force is a real-time tracking and end-to-end workflow system that supports ecommerce product photography at scale. Covering all aspects of production from sample check-in to photography, internal and external post-production, all the way to final asset delivery—Creative Force is built with a “user-first” approach ensuring your creative team will love it.

Founded in 2019 by CEO Thomas Kragelund and CPO Tejs Rasmussen, Creative Force is a global company with headquarters in Denmark and

the Bay Area, offices on three continents, and customers in more than five countries.

For more information visit [creativeforce.io](https://creativeforce.io).

Schedule a demo today to learn how Creative Force can help your team unlock even more success: [demo@creativeforce.io](mailto:demo@creativeforce.io).

