



Experiences from building a digital conveyor belt for 3D content production

7 challenges in becoming a tech driven 3D company

[story_time]

David Wischniewski



- architect turned 3D enthusiast
- from real estate rendering to software company
- overcoming 7 challenges



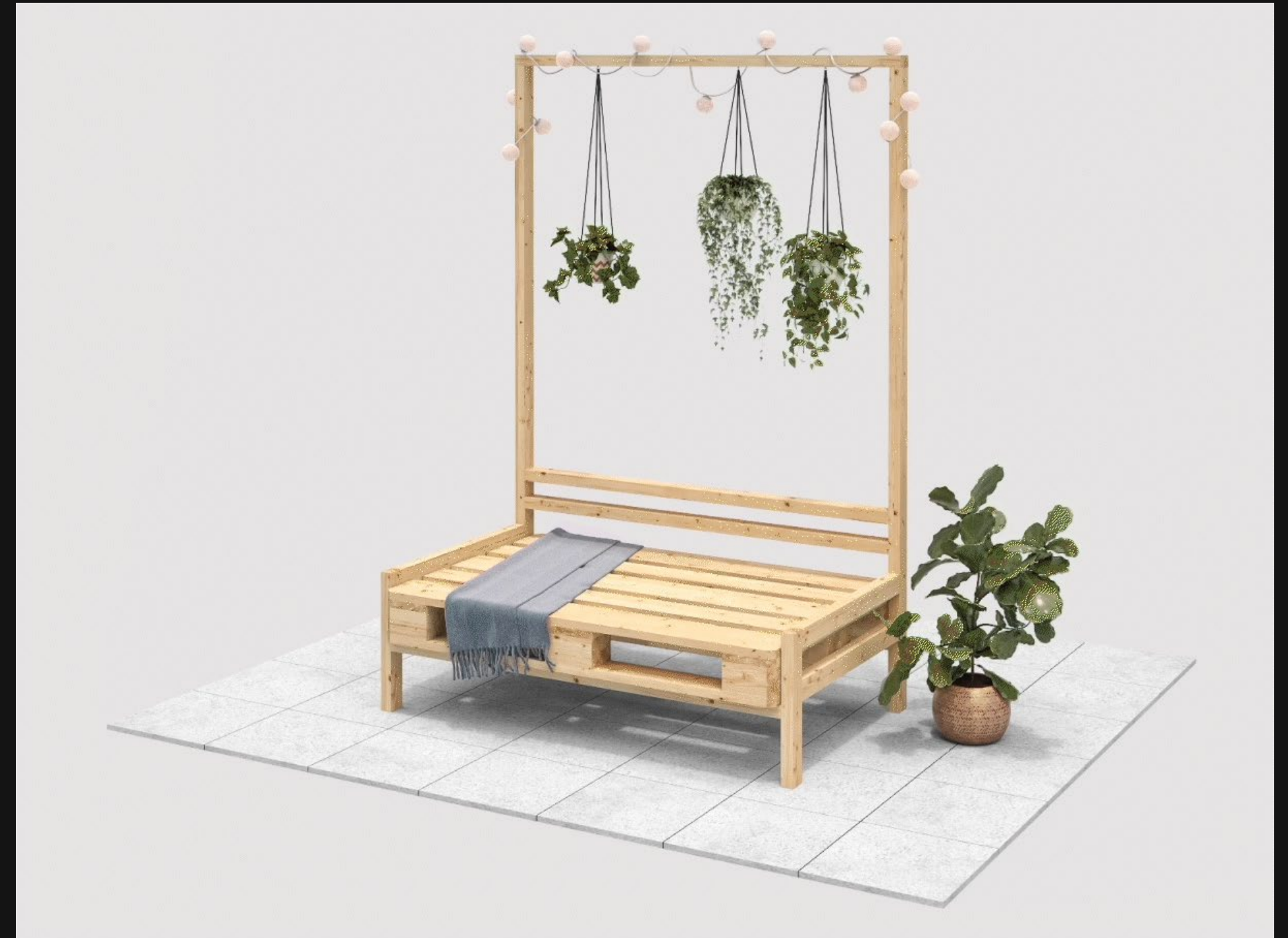


**It all began at a networking event, much
like the one we're at today...**

[starting_point]

The pilot project

- large retailer takes the leap into 3D
- thousands of visualizations of hundreds of products
- only two people to manage all of it



[challenge_01]

We need designers!

[solution_01]

We have incredible 3D artists

- RenderThat Creatives GmbH with international recruiters
- design assessments

[burnrate_before]

42%

[burnrate_after]

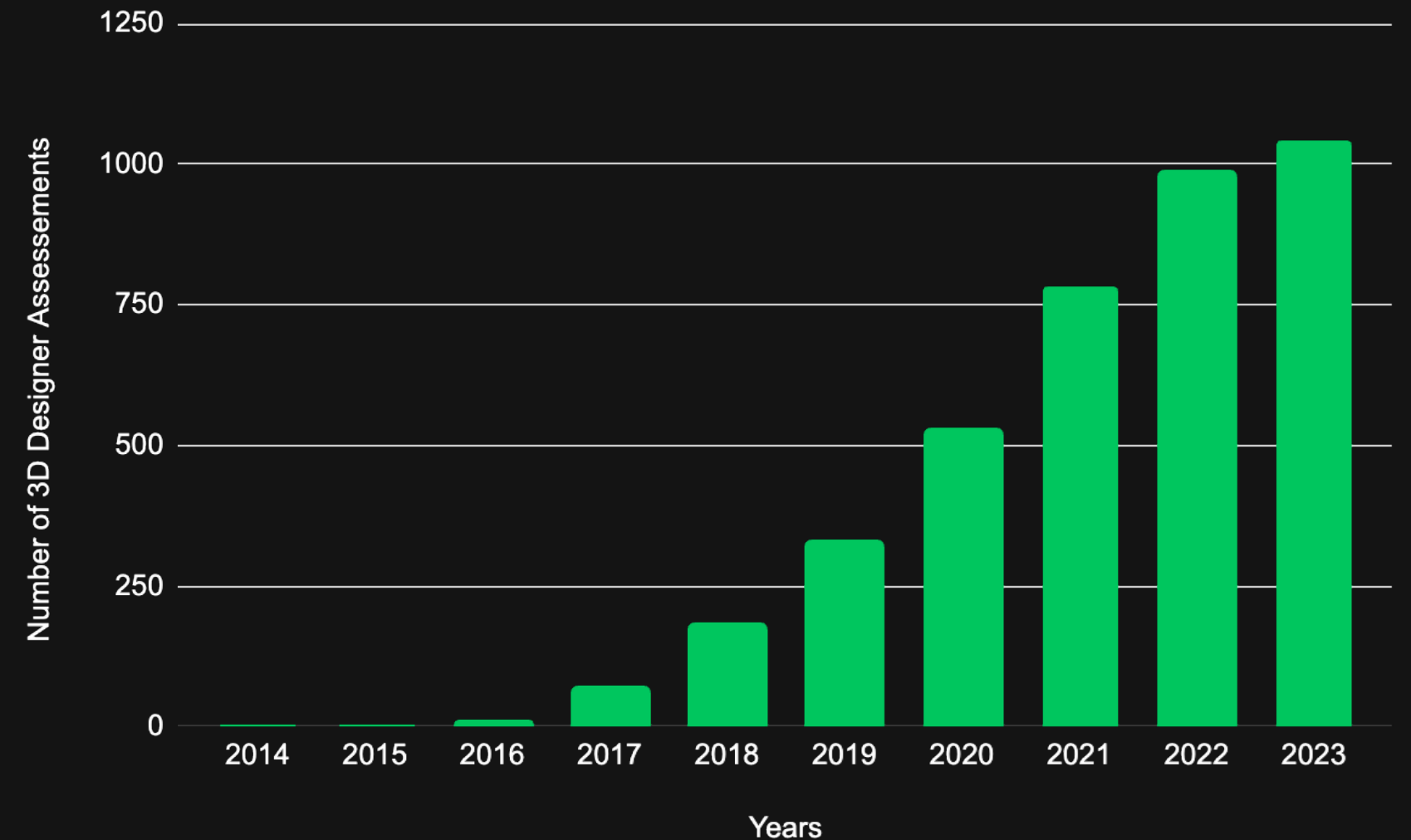
2,5%

[2014:designer_hours_per_month]

1.320

[2023:designer_hours_per_month]

16.120



[challenge_02]

We need a team!

We built a team of experts

- clients want us to manage the production process
- specialized units and further education:

Project Management

Creation

Tech

Quality Assurance

Supervision



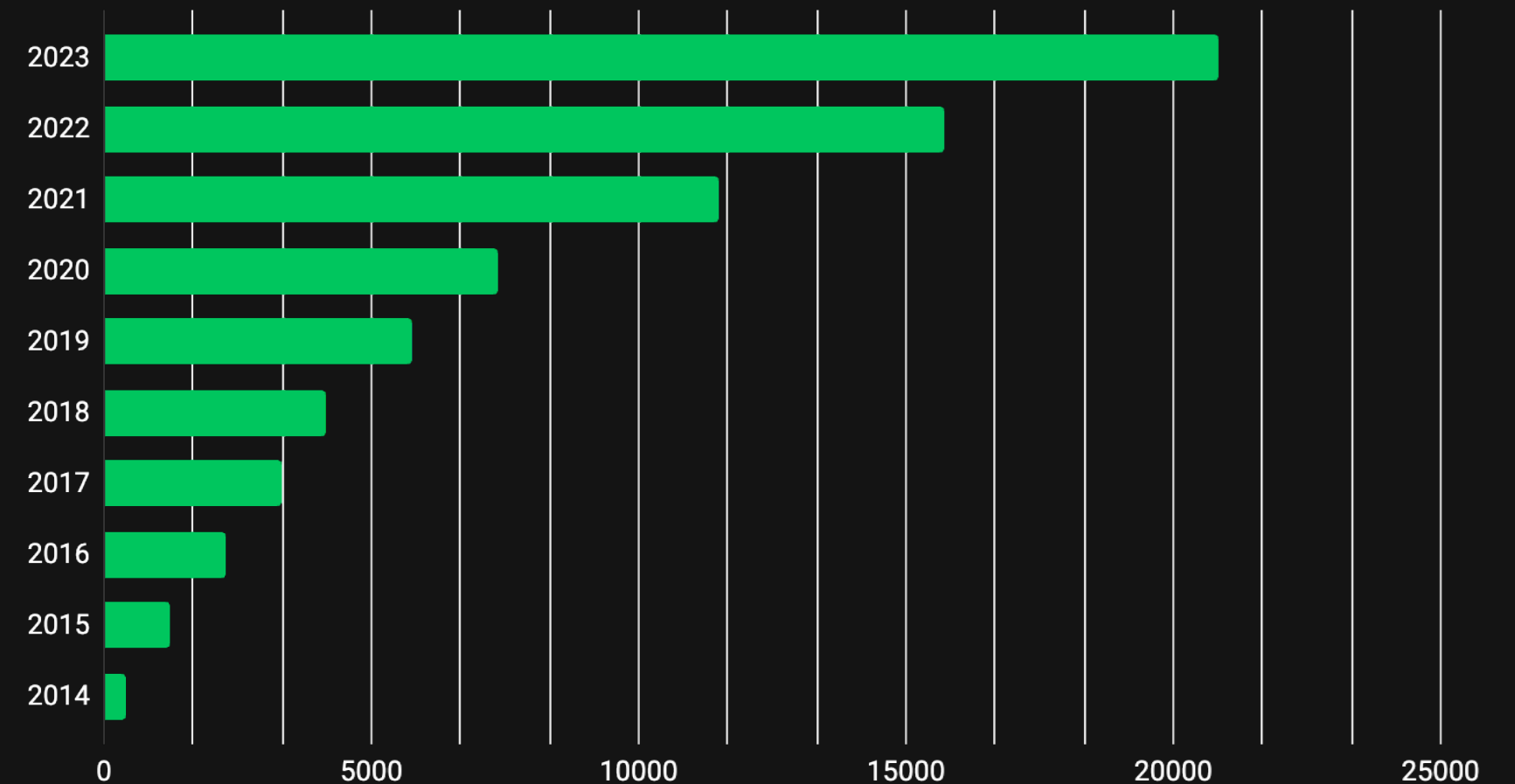
**We have to manage a lot of
people and projects!**

[solution_03]

We managed continuous growth...

- management of internal and external communication went through the roof
- internal: ai supported task assignment
- external: revyoo and central collaboration solution

[digitized_products]



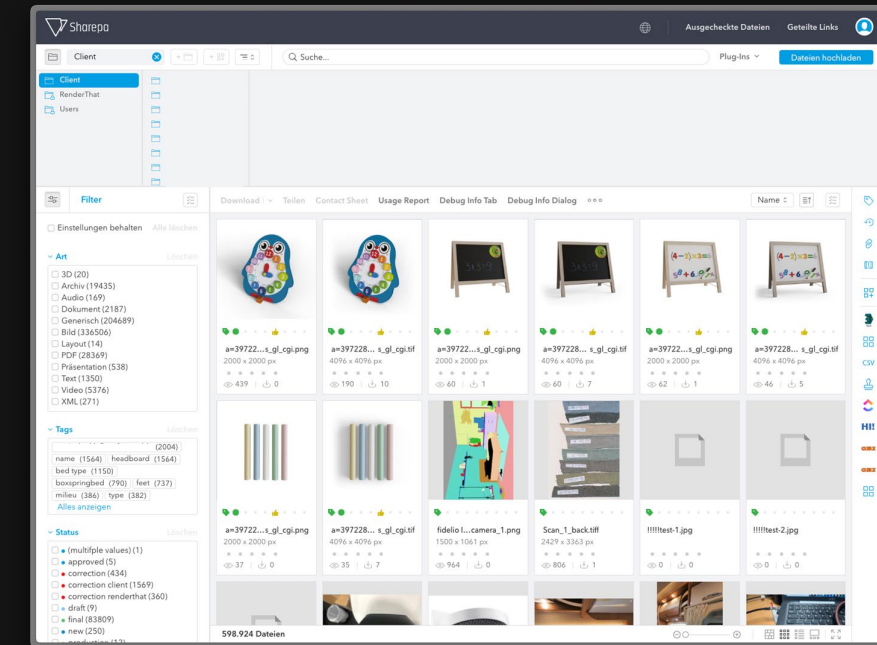
[solution_03]

... by creating unique microservices

[revyoo]



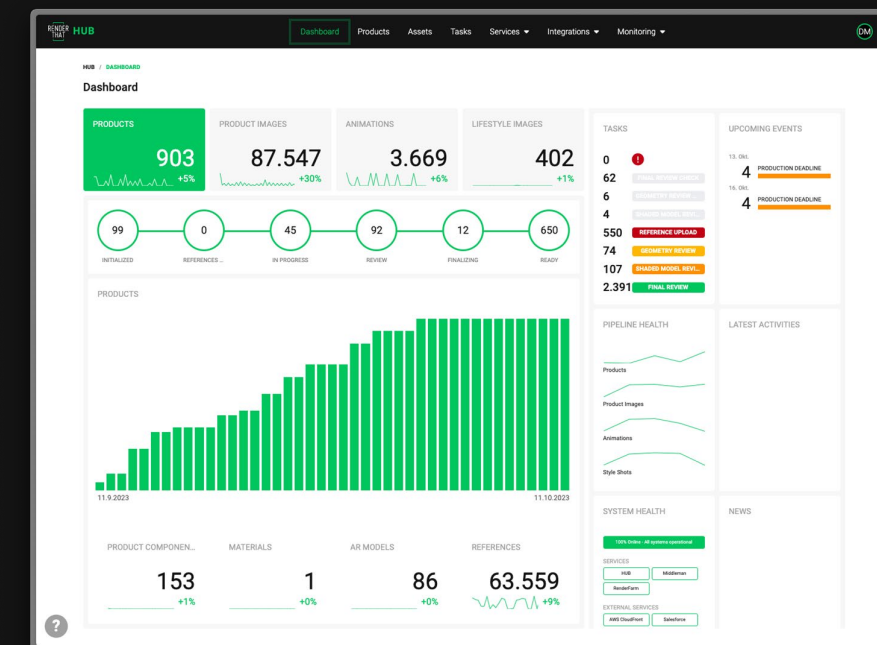
[DAM]



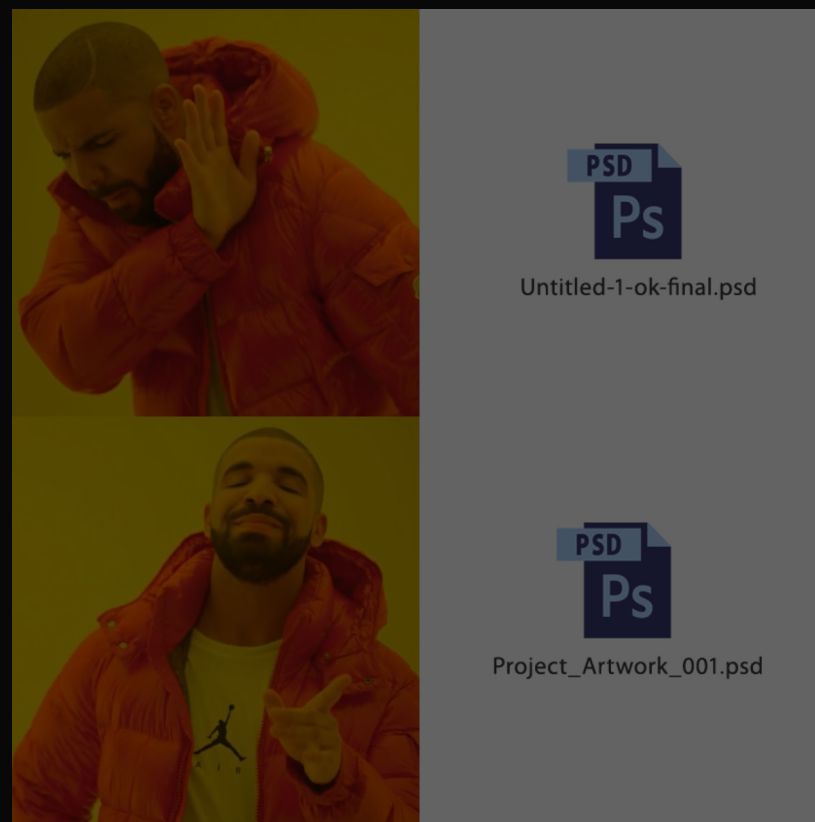
[KanBan]



[Reporting]



[challenge_04]



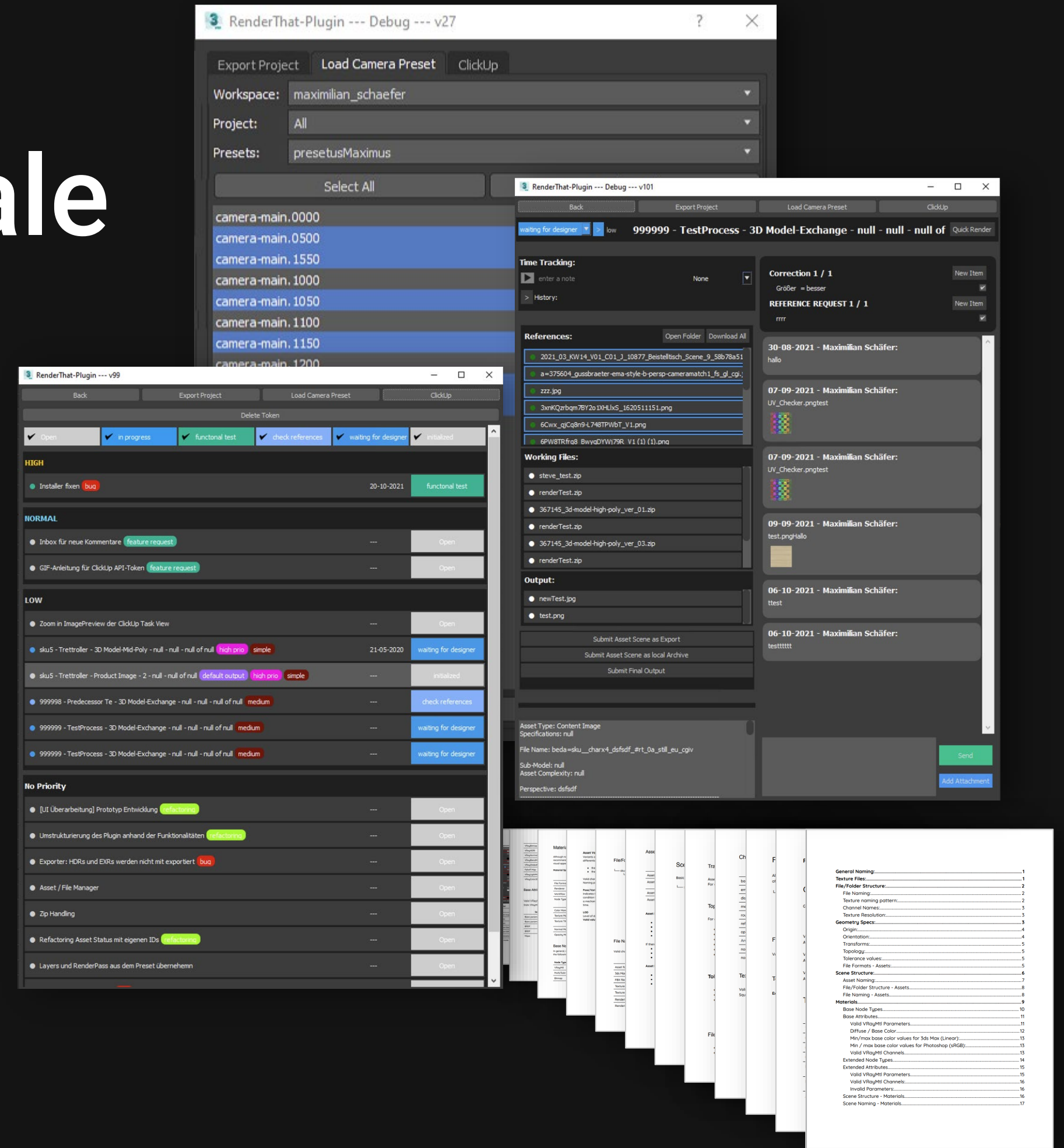
We need standards!



[solution_04]

We automate and scale

- standards allow scalability
- flexible split of workload to all employees and designers
- automation can be implemented based upon standards
- makes QA easier



[challenge_05]

We need controlling!

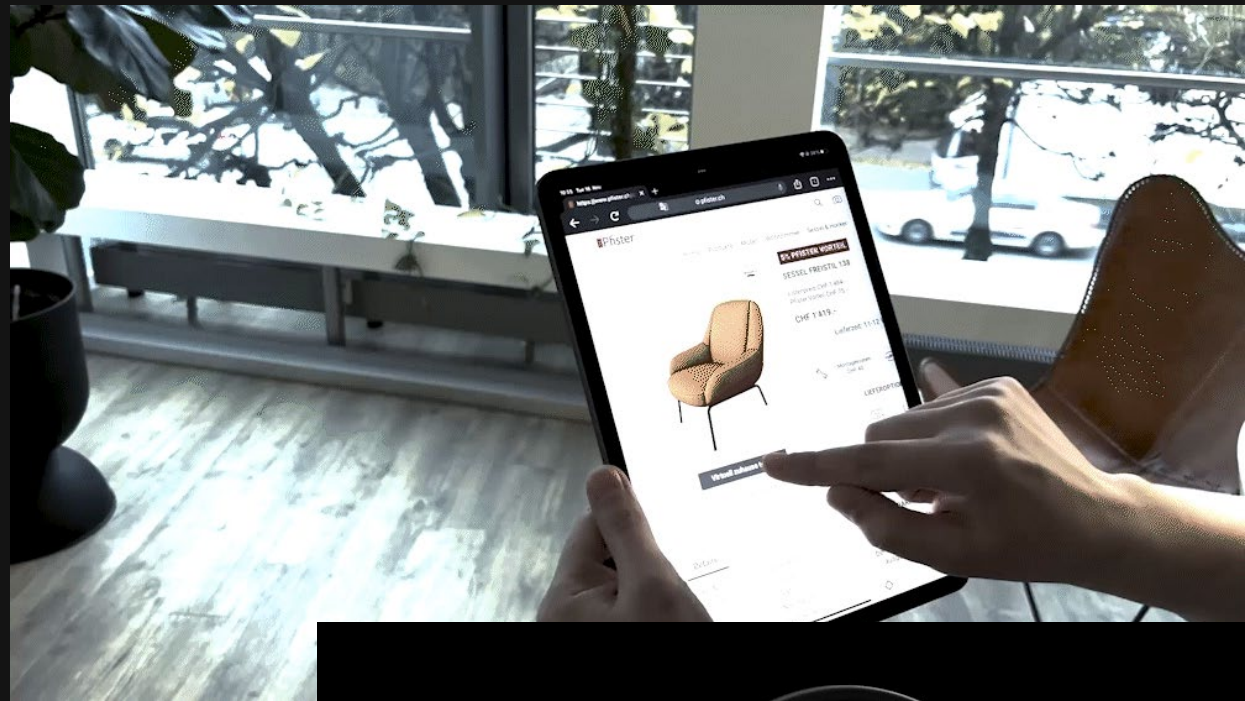
We use realtime reporting and ticketing

- sample and data management can be a pain
- increased project speed - increased growth
- Supplier controlling in terms of timing, quality, profitability

**We need more fields
of competence!**

[solution_06]

We invest in tech and people



- Interactive (AR, VR, Meta)
- Animations
- Applications

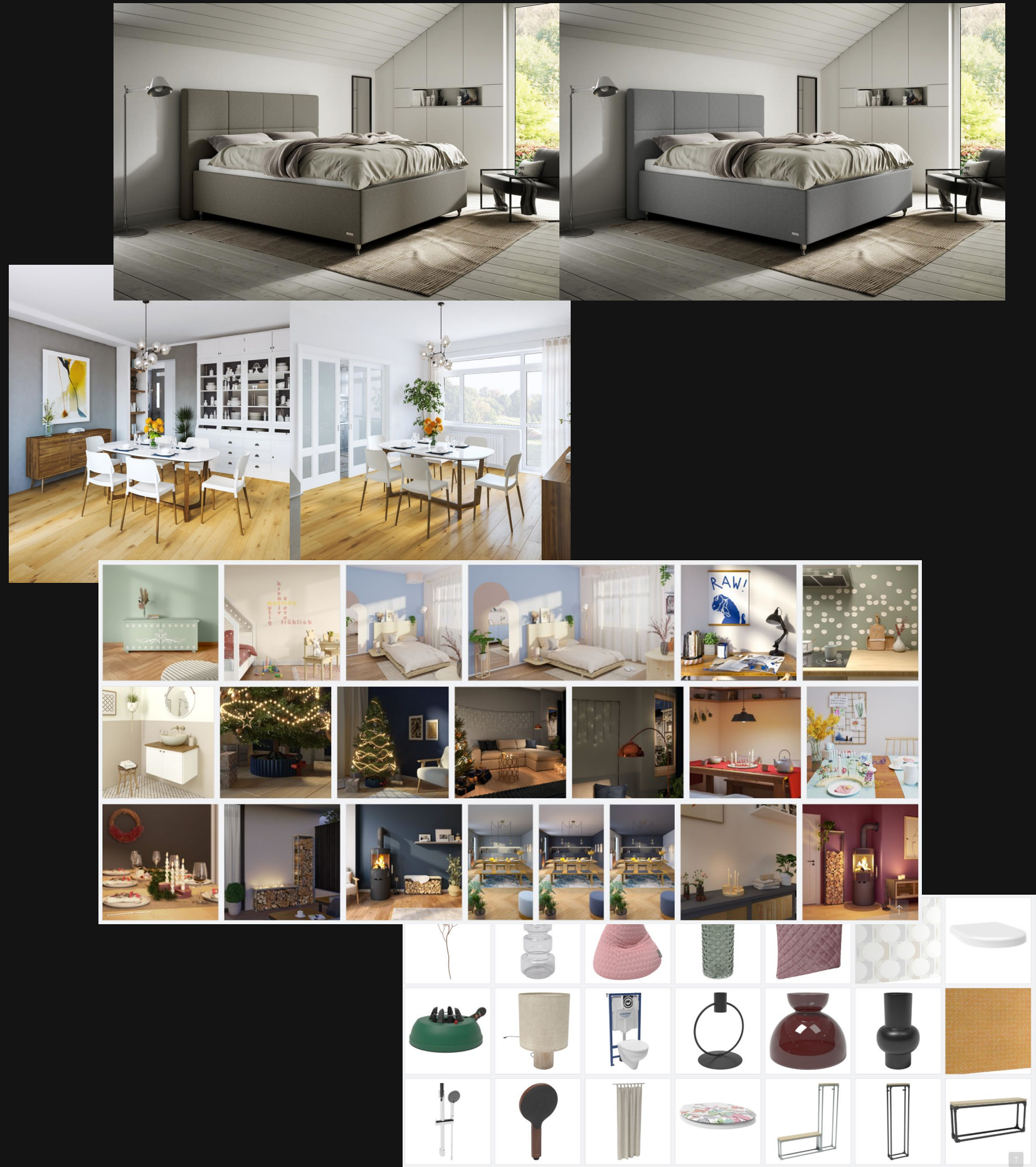


**We have to handle
more content!**

[solution_07]

We automate 3D creation

- content automation tools
- custom render farm solution
- e.g. crop-to-asset, fit-to-asset, automatic changes of materials, animations



[status]

We have created a giant tool

[solution_01]

- RenderThat Creatives GmbH with international recruiters
- design assessments

[solution_02]

- specialized Units and further education

[solution_03]

- creation of microservices
- internal: ai supported task assignment
- external: revyoo and central collaboration solution

[solution_04]

- renderthat production plugin

[solution_05]

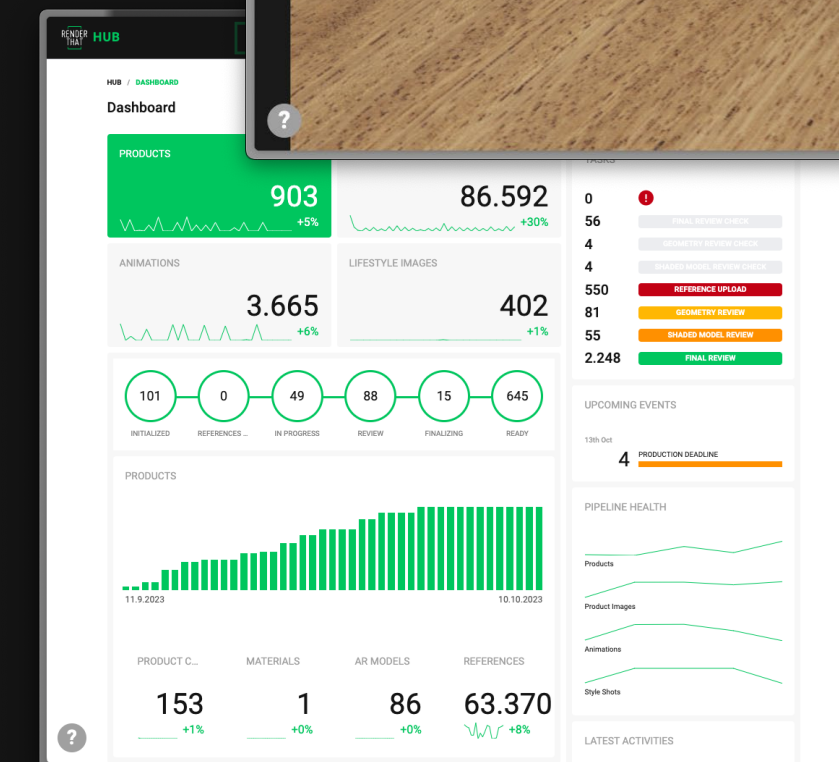
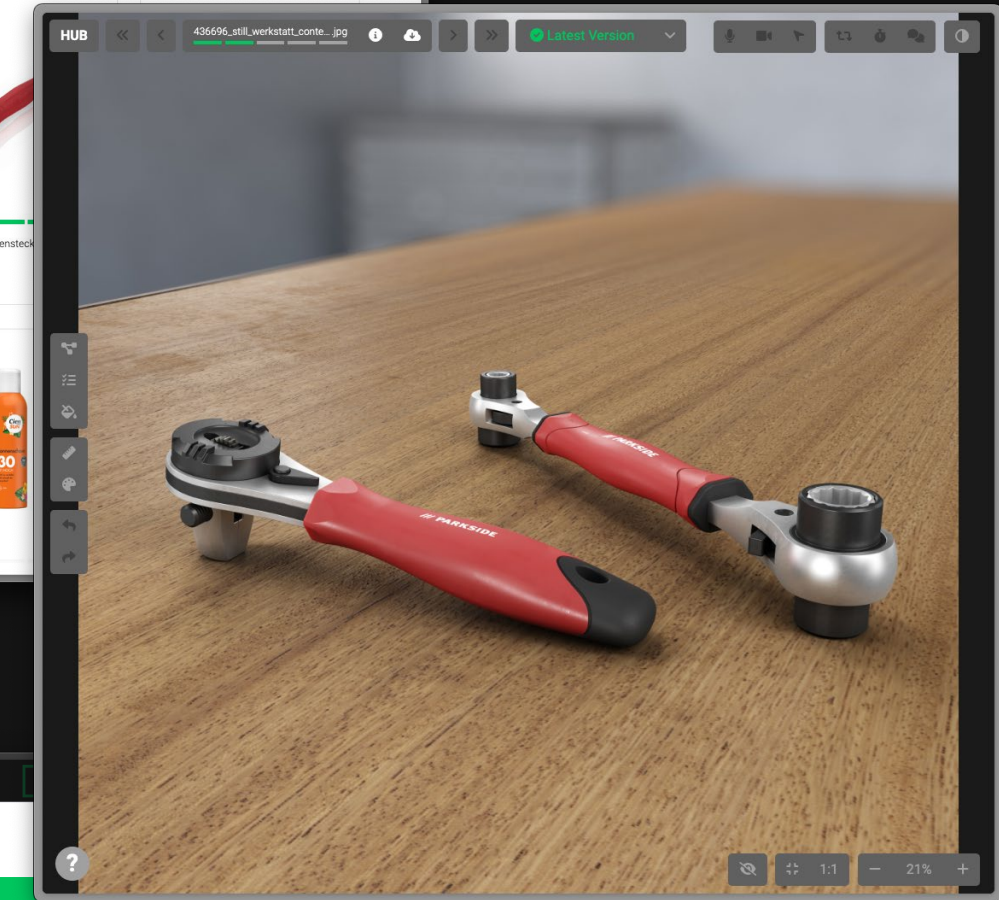
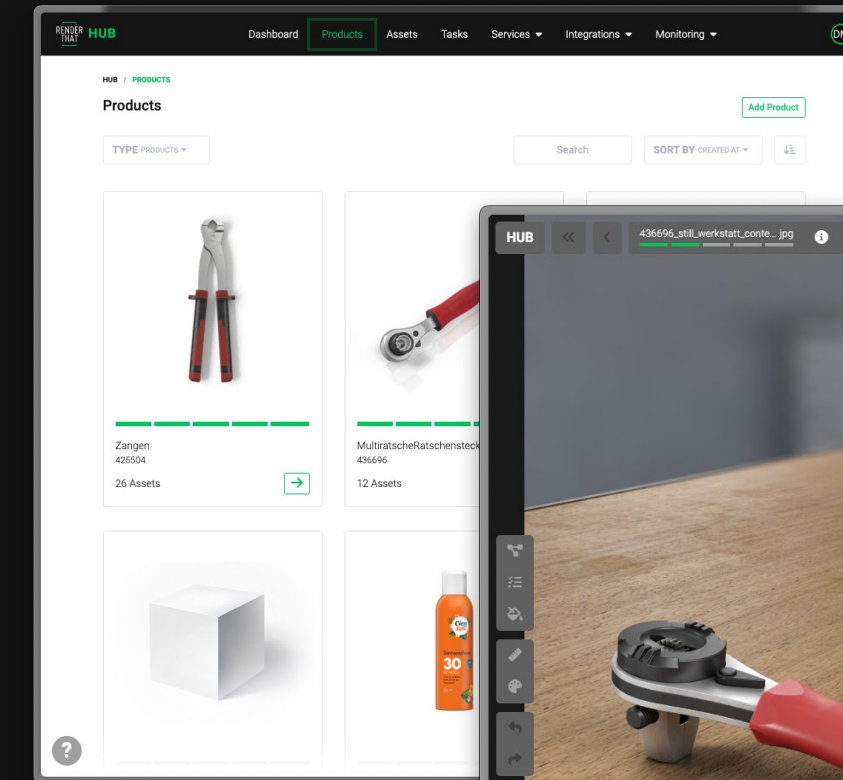
- realtime reporting and ticketing system for all production tasks

[solution_06]

- extensive investment in technology and people

[solution_07]

- content automation tools



[outlook]

And we take the next big steps

- bundling all of our microservices into a pipeline suite
- investing into innovative features for industry and agencies
- giving the market access to our tools (vertical and horizontal)





Let's talk, let's meet, let's share ideas

[\[www.renderthat.com\]](http://www.renderthat.com)

