



Creative Case Study: This is Tommy

About Tommy

Tommy is an established digital creative agency with offices in LA, Singapore and London, serving brand around the world to stand out against a sea of sameness

The Challenge

“A predominant portion of our work is done for the entertainment industry, for Hollywood Studios and Streamers...they have very incredibly strict asset handling guidelines that are challenging to interpret and adhere to...It’s a job in itself just keeping on top of it, and I honestly couldn’t possibly begin to do it without them” – Amanda Leat, COO at Tommy

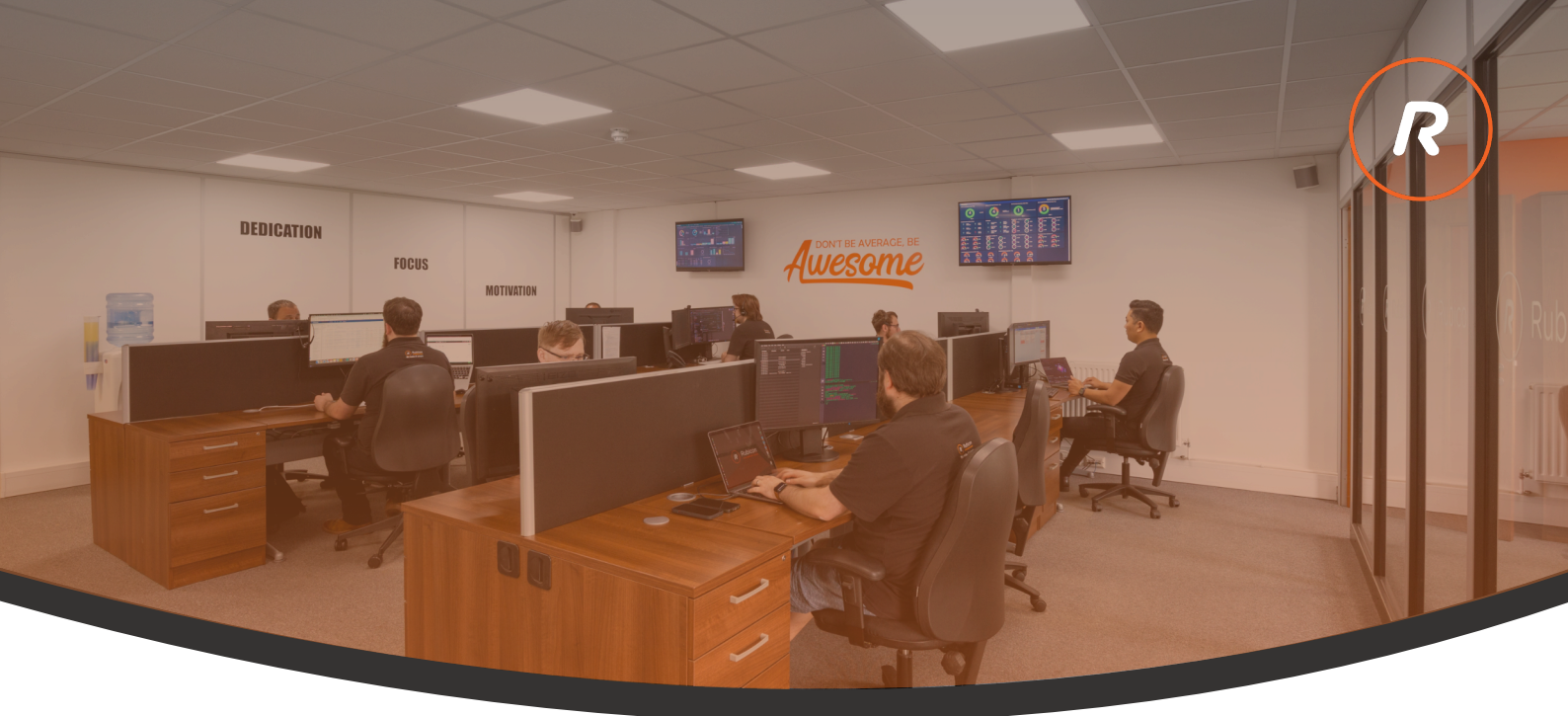
Tommy consulted with Rubicon to find a solution for the strict and robust data handling and processing requirements of their clients. They needed a solution that could seamlessly align their operations with these requirements and precisely meet them.

The Solution

We consulted closely with Tommy to understand the comprehensive requirements of their clients, which follow the Motion Picture Association of America’s rigorous guidelines. Having understood these requirements, we were able to understand how to systematically deploy a data handling solution that meets these guidelines.

We deployed a solution that enabled the business to certify that its branches meet the requirements of the association’s content security program in a systematic way, offering assurance to current and potential clients alike that their highly sensitive information is always protected and secure. We onboarded the Tommy team onto the solution and trained them to meet data handling protocols using step-by-step processes, helping the business to simplify its data handling requirements.





The Benefits

“Paul and the team at Rubicon have been fantastic at helping us establish and refine our data handling processes and procedures at Tommy...They’ve helped us to certify our different locations and offices and make sure we’re in line with handling protocol and team training. It’s no small job and I wouldn’t want to do it with anyone, except Rubicon” – Amanda Leat, COO at Tommy

Our solution has empowered Tommy with a systematic solution that works across their global branches. This has helped the business to simplify its data handling processes and to harness the complex requirements into a streamlined system that works for the business. Our day-to-day support helps the team to navigate its data handling requirements whenever an issue or question comes up. We’re pleased to help Tommy to navigate these complex requirements, enabling them to focus on creating ground-breaking creative campaigns.

Supporting Creative Success

Running a creative agency and facing technological barriers to efficiency, security and growth? Rubicon IT can help! Our mission is to empower creative businesses like yours to get the best from what technology has to offer. We help creatives to lift the weight of IT management from their shoulders, while supporting them to do what they do best with the help of technology.

Curious to see what’s possible for your business? [Get in touch](#) with us today about a challenge you’re facing, and we’ll be glad to offer guidance on how to navigate it.

