synegrate *Digital Transformation*

Cloud modernizations help reboot beloved film non-profit long overdue for a restoration

Synegrate helped The American Film Institute increase capacity and streamline its operations by modernizing its legacy applications.

About the Client

Originating from Lyndon B. Johnson's White House in 1967, The American Film Institute (AFI) was created to create the world's first comprehensive index of American films. The Institute was founded on a commitment to excellence, a belief in the power of storytelling to change the world, and a dedication to the community. What began as a catalog of films from 1893 to the present has grown into a multi-faceted organization. Today, in addition to the Catalogue of Feature films, AFI's list of programs includes 2 film festivals, an awards series, a film school, television events, a theater in Maryland, a directing workshop for women, and a lifetime achievement award. There is no doubt that AFI will continue making a difference in the future.

AFI's Problem

The AFI, among other things, are the custodians of the metadata for feature films released theatrically in the United States since the advent of the moving picture in 1893. The AFI Catalog of Feature Films is the premiere film database containing more than 60,000 films. The challenge was that the AFI Catalog solution was aging and not able to grow with AFI's evolving business needs. It was very difficult for AFI to monetize their data and make it available to paid subscribers.

Synegrate's Solution

Where Synegrate's competitors might ask: "What do you want?" Synegrate asks: "What do you need?" Synegrate saw the "art of the possible" and helped AFI modernize its Catalog of Feature Films solution. Synegrate took the time to understand the American Film Institute's organization and provide them with guidance on the enhancements that could be made. Then they custom-built an application to support their optimal processes. This enabled AFI to spend more time focusing on carrying out their mission, rather than babysitting legacy apps.

The Results

Synegrate helped AFI to conceptualize a modern, cloud-first, re-envisioned AFI Catalog application, redesigned using the latest technologies. Synegrate assisted AFI in completely rebranding the platform and its online presence. The product of the work done by Synegrate can be viewed on their publicly available web site www.afi.com and catalog.afi.com. AFI's new website and new catalog application present a modern view of the AFI to the world.

Synegrate provides the following services to AFI in Los Angeles, CA:

Application Modernization

- Updating the DNA of legacy software
- Maintaining functionality while increasing capacity
- Rapid development time and decreased costs compared to creating a brand-new system

Systems Integration:

- Decrease levels of dual data capture, manual processing, and data irregularities
- Greater security
- Heightened productivity and insights
- Cost and complexity reduction

Enterprise Integration Center of Excellence

- Time and money saved
- Increased security and compliance
- Increased productivity
- Increased insights
- Reduced complexity
- Reduced time to market
- Reduced operational costs

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