

# RACING.COM

## CASE STUDY

Australia's premier thoroughbred racing media organisation



### OVERVIEW

The ongoing challenge for Racing.com is to grow audiences and revenue; find ways to remain relevant and improve the product in a rapidly changing environment. Frequent programming changes, and technical and staffing issues add complexity to the task of bringing a quality product to air in a cost-effective and efficient manner.

Lumi is the central digital hub that brings all the information of the broadcast team together in one place - even while working in different locations and in home/office scenarios.

### HOW LUMI HELPS

Lumi streamlines workflow, increasing productivity for Racing.com by providing the visibility required to run the business in the most efficient way possible.

With Lumi, the team transitioned old-fashioned processes to collaborative, digital workflows. The ability to customise Lumi to suit any workflow, and adapt as needed in a rapidly changing environment, means the team will always dictate how Lumi works for them - rather than the other way around.

Lumi helps break down silos by connecting every member of the team to all the pieces of the project, ensuring everyone is across updates as they are made. Information flowing across teams in real-time makes it easier for the business to anticipate and respond to issues and roadblocks.

Lumi ensures that Racing.com's Intellectual Property (IP) is being managed in one central hub. The bank of information grows effortlessly as every member of the team works in Lumi, automatically updating the project and each other. Key documents including rundowns, schedules and projects that were once managed via a series of spreadsheets and documents on individual PCs are now neatly in one place. The information collected in Lumi is instantly searchable, structured to suit the needs of the business, and available forever.

Lumi improves team communication and enables everyone to obtain the real-time status of projects on demand, from any location.

### AT A GLANCE

#### Challenges

- Many moving pieces
- Constantly chasing updates
- Siloed teams
- Duplication of effort
- Information all over the place

#### Benefits

- Greater visibility and oversight
- Ability to adapt to a rapidly changing environment
- Streamlined workflow
- Effective communication
- A central hub of IP



**“What stood out was that Lumi could be crafted to suit our needs, and that we have throughout the journey, discovered new ways to extend its use.**

**Lumi enabled us to transition old-fashioned processes and provided the visibility required to run the business in the most efficient way possible”**

**Greg Miles**

**General Manager  
Broadcast and Facilities**