



Media Systems Integration on the Cutting Edge of Technology

Cutting Edge is a Media Systems Integrator providing technology solutions, professional services, and support to content creators nationwide. Our clients include the most recognizable brands in media and entertainment and sports:

- ▶ Oakland Athletics
- ▶ San Francisco Giants
- ▶ Cleveland Indians
- ▶ San Francisco 49ers
- ▶ Denver Broncos
- ▶ Golden State Warriors
- ▶ Intel
- ▶ Industrial Light & Magic

We help clients in three basic ways:

- ▶ Assisting with selection, and sale of media production solutions
- ▶ Integrating those solutions while developing efficient workflow procedures that enhance creativity
- ▶ Providing professional services and support to maximize productivity by minimizing downtime

Our customers tell us we're different than other organizations that provide value-added sales services in the media space because we bring a personal touch to each project. Our co-founders and staff believe that building trust with our clients is the key to everything we do.

For 24 years, it's been a core operating philosophy and the primary reason why Cutting Edge has an exceptionally high rate of return business.

Please let us know what we can do for you.

See how the
San Francisco 49ers
use the latest
4K production
technology supplied
and supported by
Cutting Edge



Visit ceag.com for
Client Spotlight videos
and customer testimonials

Some of our
Technology Partners:



Adobe



ARISTA



Blackmagicdesign



RED



telestream

XenData

Cutting Edge offers the latest file-based media production solutions, professional services and support:

▶ **Solution Sales**

From standalone audio and video production products, to complex file-based media management systems, We sell solutions. With access to more than 40,000 individual products from best in breed technology manufacturers, our consultative sales approach solves problems instead of creating new ones.

A complete list of the audio and video technology brands we represent is available at ceag.com.

▶ **Workflow Specialists**

If technology defines what you do, workflow defines how you do it. Part science, and part art... our workflow experts help build processes that free you to focus on creating great content. We use a tried and true process to quickly identify untapped opportunities:

- **Discover** - we capture key business requirements, shadow current staff to identify pain points, and take the time to understand your long-term production roadmap
- **Develop** - we use an iterative revise/review approach to draft procedures covering such areas as ingest, editing, asset management, transcoding, and archive
- **Document** - we prepare Standard Operating Procedures, easily-understood process diagrams, and clear metadata standards that streamline work
- **Deploy** - we evangelize your new workflow using tried and true techniques that clearly highlight the benefits, speed uniform adoption, and foster continual improvement

▶ **Professional Services**

Investing in technology without the right people to bring it to life means you're just getting wires in a box, not a truly integrated solution. The tight technical "handshake" between our Solution Sales team, Workflow Specialists, and Professional Services staff ensures your project rapidly moves from concept to completion. Professional Services offerings include:

- **Project Management**
- **Project Engineering**
- **Technical and Operational Training**

▶ **Technical Support**

More than a friendly voice in times of trouble, our responsive support team can help address questions and diagnose system problems. Support services maximize your system's operational effectiveness and help you diagnose whether reported problems reveal the need for additional training, or are an early sign of a bigger issue.

▶ **Managed Services**

Need a wingman to handle media management chores, or an extra set of hands now and then? We offer flexible solutions leveraging the convenience and affordability of the Managed Services model, but applied to the special requirements of file-based media production systems. Plans can include:

- **Onsite Media Management**
- **Staff Augmentation**
- **Preventative Maintenance**
- **Upgrade Readiness Reviews**
- **Ongoing Training Programs**

To learn more, visit us at ceag.com

Contact us to strike up a conversation about your unique needs and how Cutting Edge can help your organization.