

# Case Study: Scalable Virtual Video Production Delivers 50% Faster Turnaround and \$5K+ Savings

**The Challenge** A \$12.3B AUM investment and advisory firm struggled with the high cost and long turnaround times of producing market commentary videos, which made it difficult to scale timely, professional quality content while maintaining consistent brand standards.

## The Current State

**Goal:**  
Deliver professional, studio-quality market insights at scale, increase audience engagement, and reduce production time and costs through a single, streamlined video solution.

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**Employees:** 160

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**Financial Measure:** \$12.3 Billion +

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**Presence:** United States

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**Sector:** Investment/ Advisory

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**Our Solution:** Through FLX Studios, the firm leveraged an integrated and enterprise-grade technology and dedicated operator support to deliver professional quality videos from their desks in minutes: scalable, consistent, and fully turnkey.

## The FLX Advantage

**Cost Savings**



- No need to hire a crew, equipment, saving \$5,000+ per video
- Reduce cost of inefficient labor, while increasing quality

**Growth Potential**



- 56.3% play rate demonstrating strong audience interest
- Supports rapid response to market developments — reduces missed opportunity cost
- Reusable video assets extend reach, adding \$5,000+ in quarterly value

**Productivity**



- Virtual studio recording saves 8–12 hours per video
- Streamlined editing cuts and compliance review time-to-market by 50%
- A single-platform workflow replaces multiple vendors

## Award Winning Team



Contact us:  

