



SoftwareOne champions **PRODUCER** on the global stage

2 months

to complete application modernisation
and migration to Azure cloud

Worldwide market

opened thanks to gained cloud scalability
and resolved latency issues

Future growth

supported through continuous
SoftwareOne advisory and
app development

Client

PRODUCER

Industry

Media and communications

Platform

Azure Cloud

Services

App Modernisation and Migration

Country

Switzerland

Founded by Xaver Walser and Paul-Emile Joëssel, both veterans of the film industry, PRODUCER was born out of frustration with the chaotic and inefficient workflows in enterprise content production. Their goal was clear: eliminate the busy work so creators can focus on being creative. The result is a cloud-native suite of tools that streamline the entire content creation process — making it more efficient, collaborative, and creativity-driven.

However, the original platform architecture couldn't scale to meet global demand. To address this, the founders partnered with SoftwareOne, who helped rebuild the platform on Microsoft Azure. This allowed PRODUCER to scale rapidly to 20,000 users across 95 countries, while also improving its security and resilience — key factors for enterprise adoption.

As PRODUCER enters the U.S. market and establishes a presence in Hollywood, it embarks on an exciting new phase: SoftwareOne becomes its global reseller, positioning PRODUCER on the world stage as a leading tool for modern content production.



The challenge

Entering the global stage with Azure Cloud

PRODUCER – Maker Machina offers innovative, all-in-one software to help manage the complexities of the film production process from start to finish. The solution is designed to replace the numerous point-to-point software applications currently used by film teams to manage a project. PRODUCER lets production teams, agencies and clients communicate, collaborate and streamline workflows efficiently. By adding transparency and centralising communication, it saves both time and money.

But the platform the company used to build its solution couldn't easily scale to meet PRODUCER's goal of simultaneously serving thousands of users around the globe.

With support from the Microsoft for Startups Founders Hub, PRODUCER's co-founders Xaver Walser and Paul-Emile Joëssel turned to SoftwareOne for help with migrating their software as a service to the Microsoft Azure cloud. They were looking for a solution that would be cloud-agnostic, highly automated, secure and efficient and be built on cloud best practices. It also had to be completed quickly.

From left to right: Paul-Emil Joëssel, Co-Founder and CTO and Xaver Walser, Co-Founder and CEO at PRODUCER



The solution



We want to assist the film industry by moving towards a single point of truth. During the past 50 years, little has changed, and current technology allows for simplification and increased productivity.



Paul-Emile Joëssel,
Co-Founder and CTO,
PRODUCER

Delivering scalability, resilience and security

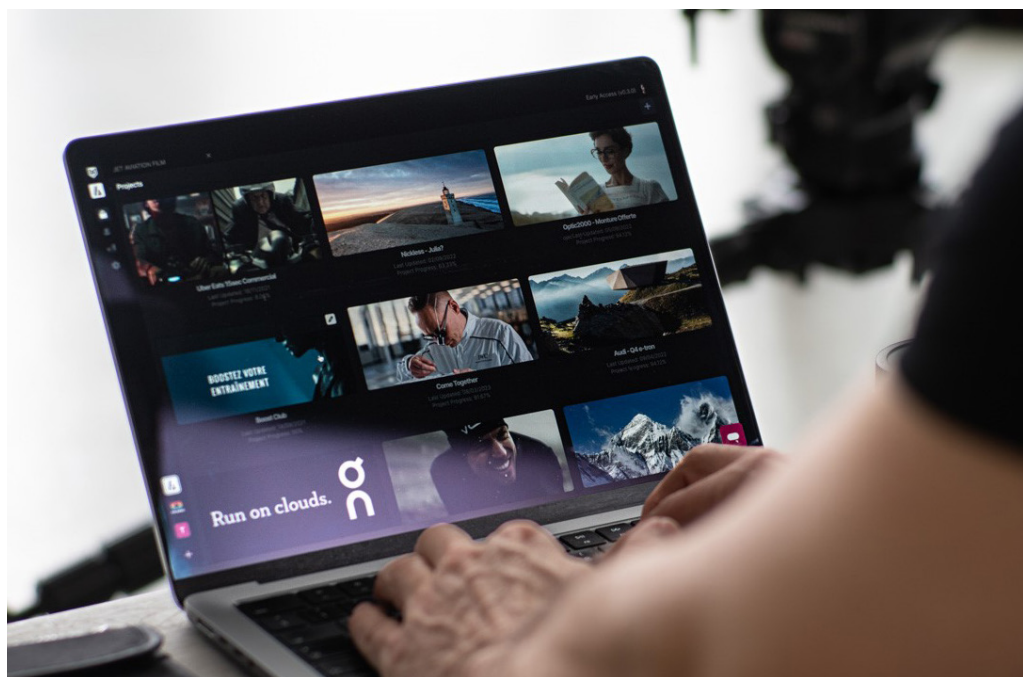
At the time that SoftwareOne began working with PRODUCER, the startup's solution had already been in use by dozens of early adopters during development and beta testing. "However," says Joëssel, "the application wasn't scalable and the continuous integration and delivery (CI/CD) pipeline was becoming increasingly difficult to manage."

SoftwareOne began by assessing PRODUCER's software to ensure it was cloud-ready. PRODUCER qualified for Azure credits through the Microsoft for Startups Founders Hub, so Azure was the obvious choice for cloud migration. In a workshop with PRODUCER, SoftwareOne helped to identify potential migration obstacles, decide on suitable Azure services, define the design of the new environment on Azure and plan roles and tasks for execution. Rehosting of SQL on Azure was also carried out by SoftwareOne as part of the project.

In addition to providing DevOps expertise and migration support, SoftwareOne guided PRODUCER with ongoing advisory services. It also implemented GitHub for source code management and CI/CD. This not only helped to optimise design and deployment, but provided a foundation for future software testing. SoftwareOne used Terraform to enable infrastructure as code for more efficient and automated deployment. And it worked to ensure that the PRODUCER application would follow best practices and remain cloud-agnostic, giving the startup as much future flexibility as possible.

The Azure solution included Azure Container Registry, Azure Kubernetes Service, Key Vault for secure key management, monitoring services to minimise operational overhead and Azure Database for PostgreSQL, which makes administration easier for PRODUCER's lean IT team. SoftwareOne also deployed MongoDB Atlas, a portable SaaS solution for data management, to provide PRODUCER with on-demand scalability for future growth. After just two months, most of the PRODUCER software had been migrated to Azure.

SoftwareOne worked not only to support PRODUCER's technical needs but provided advice wherever required. That meant working with PRODUCER as a true partner and offering guidance with the startup's best interests in mind.



The outcome



Today, we can start a new region whenever we want in Azure, and everything is ready for it. We can iterate on our pipeline faster than ever before and run dozens of updates of the application a day with minimum manual input from the team.



Paul-Emile Joëssel,
Co-Founder and CTO,
PRODUCER



In the past, it was impossible to run in the US because of the latency issue. And now it is not an issue anymore. We even have clients in Australia, Brazil and Canada. It's working every time – amazing!



Xaver Walser,
Co-Founder and CEO,
PRODUCER

Clear path to cloud transformation

With SoftwareOne's experienced and proven approach to cloud modernisation, PRODUCER successfully completed the migration to Azure within just two months. By deploying Azure Database for PostgreSQL and Azure Monitor for monitoring and alerting, SoftwareOne has also helped to ensure that PRODUCER can administer the new cloud environment with minimal operational overhead.

Zalando now uses PRODUCER to manage the production of its high-profile brand live shows as well as large-scale event productions. The platform is particularly used when multiple teams from different departments need to collaborate on these complex events, ensuring that everyone has access to the same information.

Originally developed for use in film production, PRODUCER is now also applied in sectors such as energy, finance, utilities, and education. It serves as a central workspace for in-house media teams to plan, coordinate, and manage content — including executive interviews, brand campaigns, and social media materials. The platform's functions address both media-related and organizational requirements and can be used in a variety of working environments.

Scalability to support growth

Using Azure Kubernetes Service, PRODUCER now has a cloud-native and flexible way to easily scale its software to as many users as possible, across as many regions and markets as required. And with MongoDB Atlas to host and manage its data in the cloud, the startup knows it can easily and proactively scale its databases to meet ever-evolving data demands. SoftwareOne also continues to support the startup with ongoing advice and guidance that will help it to operate its solution securely, comply with regulations and roll out new features and capabilities as its user needs evolve.

Automation and cost-effectiveness

PRODUCER's new cloud environment uses Azure's cloud-native platform-as-a-service capabilities to automate processes and minimise operating expenses. This makes it possible to deploy dozens of application updates daily with minimal manual input. The high level of automation also helps to increase the robustness of PRODUCER's software, while use of open-source technologies provides the cloud-agnostic portability that the startup was looking for.

The outcome

Improved agility and resilience

In addition to being able to accelerate updates through its CI/CD pipeline, PRODUCER knows that its software will perform well for users anywhere in the world, thanks to Azure's high-performance global network. The startup has also gained peace of mind with the knowledge that it can quickly and automatically restore its systems if needed, a process that previously would have required hours of manual effort.

SoftwareOne worked not only to support PRODUCER's technical needs but provided advice and guidance wherever required, says SoftwareOne solution architect Ralf Ehlert. "One needs to approach this from a business angle, on a product and consumer level, more than merely on a technical level," says Ehlert. "We are here to be a true partner and that means providing the support needed to serve PRODUCER's best interests."



Working with SoftwareOne strengthened PRODUCER's credibility within the corporate world – our target audience. When you have SoftwareOne at your side together with Microsoft Azure, it adds weight. SoftwareOne was identified as the right partner from the start.



Xaver Walser, Co-Founder and CEO,
PRODUCER

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