



## iActor Portal Revolutionizes Casting Process for Screen Actors Guild Members

### Client

Established in 1933, the Screen Actors Guild is the nation's largest labor union representing working actors. SAG represents more than 120,000 actors who work in film and digital motion pictures and television programs, commercials, video games, industrials, Internet and all new media formats.

### Executive Summary

Faced with the challenges of a rapidly evolving entertainment industry, SAG looked to harness interactive technology to maximize job opportunities for the guild's members. SAG partnered with The Revere Group to build an online portal connecting casting directors with actors.

### Business Challenge

SAG is constantly working to promote its members' financial interests and career opportunities. One of the biggest challenges actors face in finding quality jobs is the amount of leg work involved in locating new productions and then getting the actors' resumes in front of the casting directors. On their end, casting directors also face logistic challenges in locating well-qualified actors who meet the criteria of the available roles. SAG looked to create a system that would help its members secure more quality roles by making the job-search process more efficient.

### Solution

Revere created and launched iActor, an online job-search portal that connects actors and casting directors. SAG members can create personal profiles featuring their resume, headshots, and video and audio clips. iActor allows casting directors to search a database exclusively of SAG members by criteria, such as gender, ethnicity, special skills, or credits. The portal also automates and streamlines the cast clearance process. The portal was built using Java and Oracle's WebLogic.

### Results

iActor is revolutionizing the casting process by putting SAG members' profiles and resumes at the fingertips of casting directors around the world. Functional, convenient, and free, iActor has quickly become an essential career and production tool in the entertainment industry. iActor is the only online casting directory made up exclusively of SAG members and featuring automated Station 12 cast clearance. The portal is tangible evidence that the guild is coming up with innovative solutions to effectively promote its members' economic interests.



## For More Information

For more information about The Revere Group's services and solutions, call 888. 4REVERE.

## About The Revere Group

The Revere Group is a North American Business Unit and a majority-owned subsidiary of NTT DATA, a multinational organization.

Founded in 1991 and headquartered in Chicago, The Revere Group is a leading global business and IT solutions consultancy that specializes in assisting high performing mid-tier and fast growing companies. Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success. Revere focuses on five key business challenges to increase your business agility and bottom line results:

[Operational Efficiency](#), [Analytics and Collaboration](#), [Interactive](#), [Enterprise Platforms](#) and [Managed Services](#).

For more information about The Revere Group, go to [www.reveregroup.com](http://www.reveregroup.com).

## The Revere Group

### Service Excellence

The Revere Group is a leading global consultancy dedicated to delivering business and IT solutions. Revere focuses on helping organizations improve their financial and operating performance through the combined application of technology, people and process.

In an industry marked by innovation and change, organizations can look to Revere for its senior consulting model, strong business and technology expertise, and client-focused project management methodology.

In addition to providing clients with world-class solutions, Revere is dedicated to the highest service standards. Vast experience in providing end-to-end solutions in diverse industries and platforms means Revere can deliver measurable results and exceed expectations. Additionally, knowledge and expertise with proven onsite, offsite and offshore methodologies and execution processes has established Revere as an industry leader in the marketplace.

### Industry-leading Outcomes

Revere brings vertical industry market knowledge to help Healthcare, Manufacturing & Distribution, Entertainment, Financial Services, Insurance and Private Equity clients succeed with their unique business objectives.

## Think. Build. Source.

As your trusted advisor, Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success.

**THINK** – Companies continually face the challenge of aligning their business objectives with their IT strategy. An effective roadmap with a strong business case delivers a path to achievable goals with measurable results. Revere helps identify and link people, process and technology, bringing clarity to your business and IT initiatives.

**BUILD** – A successful implementation is the driving force behind all that Revere does. We deliver the right solution on time and within budget. Disciplined project management skills and business aptitude ensures the success you rely on.

**SOURCE** – The right balance of sourced functions can improve your IT service levels and return on investment, allowing you to more effectively meet your business needs. Revere helps identify a strategic sourcing model based on internal capabilities, external resources and cost.