

THE CMO'S REPORT on outsourcing CGI

INSIDER TIPS FOR PRODUCT

MANUFACTURERS AND

RETAILERS



Introduction

Product marketing demands a constant flow of visual content, requiring timely production and delivery. For example, when launching a new collection, there can be over 100 items to manage, meaning the 3D models needed could extend catalog production by 2-3 months. With the in-house team already busy, other tasks get neglected, including developing new textures or updating older collections.

Additionally, the 3D models provided by manufacturers are often subpar. They need to be completely redone or improved before they can be used in imagery. As a result, the in-house team, originally assigned to create new images, is forced to spend 1 to 3 days fixing each 3D model.

These problems are all too real, but they don't have to be overwhelming. When the 3D team is buried under work, outsourcing comes in as a huge relief. The routine tasks, like 3D modeling, can be handled by a reliable outsourcing team, so your in-house crew can focus on more creative, fulfilling work. They can actually spend time designing new lifestyle images and coming up with fresh concepts for ads, without that constant pressure hanging over them.

Also, outsourcing can act as a replacement for a large in-house team. They eliminate the cost of technical infrastructure, and recruitment, provide access to any kinds of technical and creative expertise requested, and more. How does it work and what are the pros and cons? Let's discover in the chapters that follow.

Why 3D Outsourcing is the New Black **3**

Output Quality & Consistency **5**

Location & Time Difference **6**

Projects coordination **7**

Cultural & Language difference **8**

How to choose an outsource team? **9**

Summary **11**

Reviews **11**

Contacts **11**

Why 3D Outsourcing is the New Black

Outsourcing 3D rendering services refers to outsourcing CGI production to countries with wide pools of specialized talent. The model has already proven successful in IT, with the global IT outsourcing market expected to reach USD 1345.48 billion by 2034 and outsource services accounting for over 52% in 2023 (Precedence Research). It's only fair that product manufacturing and retail started to benefit from this model as well.

Outsourcing 3D rendering services helps companies:

-Reduce production cost

Outsourcing eliminates overhead costs, such as recruitment, training, salaries, and maintaining in-house teams.

-Technical infrastructure

Outsource companies provide their artists and PMs with everything they need including software, powerful workstations, and render farms.

-Scale up production

Outsource team provides you with the possibility to scale up or down based on project demands, helping you manage high workloads or tight deadlines.

-Get access to diverse technical expertise

By outsourcing, you can find experts who aren't available in-house, including 3D visualizers, 3D modelers, 3D sculpting artists, 3D animators, VFX designers, and CGI-specialized PMs

-Accelerate project speed

External teams have streamlined processes and dedicated resources, leading to faster completion times.

Why Act Now?

As outsourcing becomes standard, the competition for resources intensifies. Major companies have already made the transition — soon, you'll have fewer options. Outsource CGI teams are now used by companies such as **West Elm, Floor & Decor, Mohawk Industries, Dorel Industries, Closet World, and B&B Italia**.



west elm



Now is the perfect time to start outsourcing and stand on equal footing with industry leaders. There is literally no better time than now. With advanced communication, collaboration tools, AI, and cybersecurity in place, working with outsourced teams has never been easier to find and use, or more secure. Embrace outsourcing now to streamline your operations, cut costs, and drive innovation.

Hourly Rate Averages for 3D Artists, by Geographical Area

United States - **\$39.49**

Asia - **\$29.34**

Latin America - **\$18.07**

Eastern Europe - **\$18.03**

Africa - **\$15.48**

6 Primary Reasons to Outsource 3D Rendering Services

1. Cost Savings

60%

2. Access to Specialized Talent

45%

3. Faster Turnaround Times

50%

4. Scalability and Flexibility

60%

5. Higher Quality and Innovation

55%

6. Focus on Core Business Functions

70%

Why isn't Everyone Outsourcing Already?

When we discussed the possibility of collaboration with companies who now successfully worked with us for years, we discovered that they were initially hesitant to outsource for fear of the following.



Troubles with project coordination



Quality and consistency of the output



Impact of the time difference on productivity



The cultural differences and language barriers

As these companies found out, all these issues can be successfully eliminated. Without further ado, let's find out how.

1. Projects Coordination

A common pain point in outsource 3D rendering projects is effective communication. With messages scattered across multiple chats and 3D models and feedback dispersed on Viber, and Facebook, managing a project can become chaotic.

The truth is that 3D rendering companies have tried and tested solutions and tactics to tackle any problem that may arise during the project. Let's find out how exactly.

-Lack of Clear Communication Channels

Product manufacturers often worry about the effectiveness of communication with an outsourced team. This issue is easily addressed by using **project management tools** (e.g., Asana, Trello, Slack) along with an efficient **task manager**. These tools facilitate daily communication through chats, support file exchanges, and store all project materials, briefs, and requirements. They often include custom features for real-time reviews of the results. For urgent matters, a project manager is typically available around the clock.

-Limited Visibility into the Rendering Process

A common concern with outsourcing is the fear of being left in the dark regarding project progress and updates. This should not be a problem when working with professional teams. To avoid this, companies can ensure transparency by attending the project kick-off meeting, where the team will provide time and cost estimates, break the project into milestones, set deadlines, and schedule regular check-in meetings to keep everyone on track.

-Difficulty Storing and Sending 3D Assets

When there are large-scale orders, product manufacturers may need 3D models and images for over 100 products. That brings up the problem of storing and using all the approved 3D models and textures. Professional outsource teams provide their clients with unlimited storage to keep and organize all their assets.

-Security of Confidential Materials

Given that companies often share sensitive information with outsourced 3D teams—such as technical details of new collections—there's understandable concern about security. However, this risk can be fully mitigated by establishing clear contracts and non-disclosure agreements (NDAs) to protect intellectual property and confidential materials.

2. Output Quality & Consistency

It is widely believed that it is impossible to ensure the quality and consistency of CGI projects' output with remote teams. The confusion has a lot to do with unfortunate experiences companies had with freelance workers. Working with them often leads to unsatisfactory quality, stress, and additional costs for repairing the situation. In reality, outsource CGI teams can consistently deliver results on par with or even exceeding those of in-house 3D artists. They achieve it using the following assets and techniques.

-Dedicated Team Structure:

Each client can be assigned a dedicated CGI team. These professionals maintain detailed records of client requirements, ensuring that over time, the team functions just like an in-house department.

-Detailed Briefing:

Outsource companies have comprehensive brief templates. A template contains a list of files and information that will help the 3D rendering team to clearly understand the vision and avoid misunderstandings. You can see here the examples of briefs for [modeling](#), [silo](#) and [lifestyle](#) images.

-Templates:

Outsource 3D teams often use predefined templates for lighting, materials, camera angles, and other essential factors to ensure that each project follows a consistent aesthetic.

-Quality Assessment:

Each task result undergoes a detailed review to ensure it meets the client's needs and quality standards.

-Mood Boards and References:

Outsourcing teams often rely on mood boards, concept art, and reference materials to keep the visual style consistent across all aspects of the project.

-Style Guides:

If the client has a particular style or branding guidelines, a style guide is created to ensure that elements like color palettes, textures, and lighting techniques remain consistent across various renders.

-Uniform Post-production:

The post-production team ensures that all images have consistent color grading, contrast, and final detailing.

-Revision/Requirements Management:

A structured revision management system helps ensure that clients' requirements, preferences, and feedback are logged and tracked so that all requested changes are made without missing any details.

-Scaling with Consistency:

When scaling up, the quality can be maintained by making the client's core team the foundation. New teams, trained specifically for the project, work under mentors and the PM/art director to guarantee that every detail remains consistent.

-Workflow Alignment:

Outsource teams adapt their workflow to match the client's pipeline, ensuring that results fit seamlessly into their project's timeline and standards.

3. Location & Time Difference

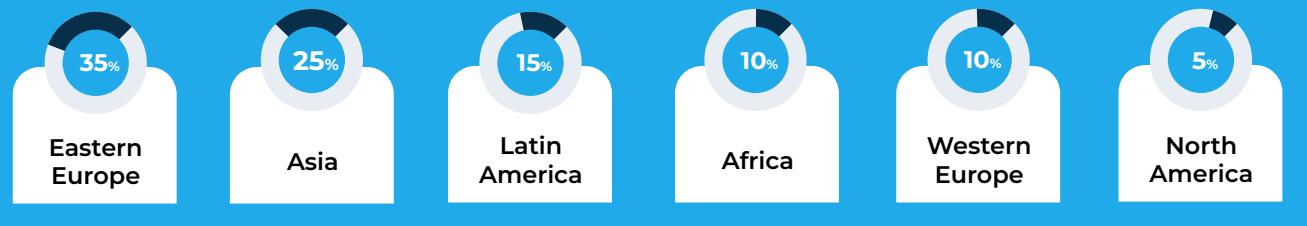
A common misconception about outsourcing is that location differences create communication challenges, especially when teams are spread across time zones. Many believe that when their company is working, the outsource team is likely asleep and unavailable, limiting the ability to get real-time updates and feedback. However, the reality is quite different.

The truth is that **larger time differences often simplify project management**. When teams operate across time zones, the project progresses around the clock, making it possible for businesses to receive completed tasks during their workday, with new tasks ready to begin as they sleep.

Most companies don't require constant access to their 3D teams. **Communication can be streamlined through scheduled video meetings** at convenient times, and for urgent matters, a designated person of contact, such as a Project Manager (PM) is always available to respond. This allows clients to address critical issues without having to coordinate with multiple team members directly. The PM and art directors handle the day-to-day coordination, so clients can focus on their priorities.

Rather than waiting for the team to be awake, you benefit from having a team that works while you sleep. This "**while you sleep, they work**" model ensures that work is continuously being completed, and results are delivered **right on schedule**.

Geographical Areas Where Outsource Teams Are Located



City	London	San Francisco	Ottawa	New York
Time difference with Kyiv	-2 hours	+2 hours	+5 hours	+5 hours
Additional Hours	25%	25%	62%	62%
Overlap	75%	75%	37%	37%
How to contact the CGI team	Team is available for contact 6h out of 8h	Team is available for contact 6h out of 8h	- Team Lead arranges video meetings at convenient times - The chat with PM is available 24/7	- Team Lead arranges video meetings at convenient times - The chat with PM is available 24/7

4. Cultural & Language Difference

A common concern when working with outsource teams is the fear that communication and cultural differences might prevent effective collaboration. Clients may wonder if the team will understand their vision, especially when it comes to creating imagery that resonates with local markets and their customer base.

The cure for these concerns is smart project management and effective recruitment, which ensures that outsource teams can deliver exactly what's needed. Here is how they do that:

- Local Aesthetics:

Professional outsource teams can adapt to any style, as long as there's a well-organized process. The issue can be eliminated using references and style guides. Product manufacturers provide outsource teams with examples of the style, mood, and design they want, and the team ensures the final product meets their vision perfectly.

- Language Barriers:

A significant concern for many is language differences. However, all professional outsource teams speak and write English fluently, making communication seamless no matter the client's location.

- Personal Communication:

The best way to ensure mutual understanding is by assigning a dedicated team to each client. Over time, this team becomes highly familiar with the client's preferences, communication style, and work habits. It creates a relationship where the client feels like the team is right next door.

With these strategies, outsource teams can work efficiently, understand client needs, and deliver high-quality imagery that aligns with the client's local market, making remote collaboration smooth and successful.

How to Choose an Outsource Team?

When considering an outsourcing partner for 3D rendering, it's crucial to assess certain qualities that ensure the partnership will run smoothly and lead to a high-quality outcome. Here's a look at some **green flags (positive signs)** and **red flags (warning signs)** to watch out for when choosing a 3D rendering team.

Green Flags for a 3D Outsourcing Partner

1) Availability of a Task Manager

A clear sign of professionalism is the presence of a task manager dedicated to organizing and overseeing the project. This ensures all project details are handled efficiently, timelines are met, and resources are allocated properly. The task manager also acts as a point of contact for day-to-day updates, making sure communication stays streamlined.

2) Dedicated Team

A reliable outsourcing company will have a team that's specifically assigned to your project. A dedicated team fosters consistency in work and a deeper understanding of the project's unique needs.

3) Clear Point of Contact

It's vital to have a designated person or team leader for direct communication. This ensures that any concerns or questions can be addressed promptly and eliminates confusion about who's responsible for different aspects of the project.

4) Clear Quality Assurance (QA) System

A strong QA process is essential for ensuring the highest standards are met consistently across all deliverables. Look for companies that have an established QA system in place - it means fewer revisions and higher project satisfaction.

5) Well-Defined Project Outline

A clear project outline before work begins is a major green flag. This includes a detailed timeline, budget, milestone breakdown, and a comprehensive list of deliverables. Knowing exactly what to expect helps both parties align their efforts and avoid scope creep or misunderstandings down the road.

6) Transparency in Pricing and Processes

A reputable outsourcing partner will be transparent about their pricing structure, with clear details about what's included and what might incur additional costs. Transparency about workflows, communication methods, and project timelines also demonstrates professionalism and a client-first mentality.

Red Flags for a 3D Outsourcing Partner

1) Lack of Clear Communication Channels

If the outsourcing team doesn't have a well-established communication process or if they seem difficult to reach, it's a major red flag. Without proper communication channels—like project management tools or regular check-ins—important updates, feedback, and clarifications can be missed, leading to errors and delays.

2) No Dedicated Point of Contact

If you're unsure who to reach out to for questions or concerns, or if multiple people are involved without clear responsibilities, it's a red flag. A lack of a single point of contact can lead to confusion, delays, and poor coordination between teams.

3) Inconsistent or Poor Portfolio

A portfolio that lacks variety or shows inconsistent quality could indicate that the company lacks experience or the ability to meet diverse client needs. Low-quality renders or projects that don't seem well-executed should raise alarms about their capability to deliver high-standard work.

4) Overly Optimistic or Unrealistic Promises

If a company promises unrealistic turnaround times or offers very low prices, it's a clear red flag. While it may be tempting to take advantage of a low-cost deal, extremely cheap rates or overly fast delivery times could indicate that the company is relying on AI-generated renders. While AI can speed up the process, the quality of the results tends to be subpar, lacking the fine details and craftsmanship of professional human-rendered work. A trustworthy outsourcing partner will provide a realistic timeframe and budget that aligns with the project's scope and ensures high-quality outcomes.

5) Unresponsive or Poor Customer Service

If the outsourcing partner is slow to respond or difficult to get in touch with, this indicates poor customer service and a lack of commitment to client satisfaction. A reliable partner should be easily accessible and responsive to both regular and urgent communications.

6) No Scalability or Inflexibility

If the company seems unable to scale their resources or adapt to changes in project scope or deadlines, they may not be the right partner for large or evolving projects. A lack of flexibility can result in missed opportunities or delays, especially if there are changes or adjustments needed along the way.

Summary

Outsourcing offers product manufacturers and retailers a strategic way to access global talent and scale their 3D rendering services. By leveraging experienced teams, companies can boost production without hefty investments in recruitment, software, or hardware. Outsourcing enables rapid experimentation with creative marketing formats while cutting costs and maintaining high-quality output. With expert project management, seamless communication tools, and a skilled workforce, businesses can drive efficiency and innovation, staying competitive in the market.



Availability of a Task Manager



Clear Point of Contact



Dedicated Team



Clear Quality Assurance (QA) System



Well-Defined Project Outline



Transparency in Pricing and Processes



Lack of Clear Communication Channels



No Dedicated Point of Contact



Inconsistent or Poor Portfolio



Overly Optimistic or Unrealistic Promises



Unresponsive or Poor Customer Service



No Scalability or Inflexibility



CGIFURNITURE

Contact us via phone, email or our website's chat - we're available 24/7 and gladly answer all your questions.

TEL : +1 607 383 2001 NY, USA

TEL : +44 203 617 1683 LONDON, ENGLAND

EMAIL : SALES@CGIFURNITURE.COM

WEB : CGIFURNITURE.COM