

Case study

Image library

a. Background and objectives

Our client – a leading high street fashion retailer – had two head office locations, an international operation and an in-house print “factory.” It had no way of managing its photographs beyond small workgroups, which meant that product images, store shots and other photographs couldn’t be easily re-located and so had to be re-created or not used at all.

Equally serious was the problem of not being able to record the usage rights that had been negotiated with photographers, models, etc. On the occasions when images were used outside the negotiated terms, our client had to pay – often significant – compensation.

This client also had a high volume of photographs used in point-of-sale material (up to 1.8/1.2 metres). It was having to spend time and money in re-sizing original images for each purpose.

b. What we delivered

Having researched the available solutions, MCL recommended and implemented a high-end image management system for use in both head office locations and in its print factory. MCL managed the installation within the client’s existing technical architecture, the training programme and – with the client’s image administrator – developed and implemented the methods of working.

The client also employed – at MCL’s recommendation – an administrator, who managed the maintenance of the library’s content, fulfilled requests for images and kept the service running as planned. We helped in the recruitment process too and an indication of its success is that the same administrator is still running the service eight years after its introduction.

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c. Results

Images and their supporting information were stored in the database and classified in a structured way by the administrator. This meant that they could be re-located easily from any location, re-used and – crucially – re-sized within the system. Usage rights could be checked easily and the system later became the backbone of the client’s product development and e-commerce solutions.

Payback of the entire project cost was achieved in eight months.

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