

## OpenAsset Case Study

## Adams Kara Taylor

### About AKT

AKT is a progressive, design-led engineering consultancy that has quickly become one of the leading practices in the world, collaborating with many of the best architects, developers and contractors in the industry.

With a reputation for excellence and an ability to forge good relationships among the design team, AKT has, not surprisingly, achieved an outstanding level of success. Since it was formed in 1995, it has grown to 85 staff and achieves an annual turnover in excess of £5.5 million.

Across the broad spectrum of sectors in which AKT has expertise, it combines efficiency with innovation and elegance to create optimum engineering solutions.



“OpenAsset has helped us to sustain our competitive edge. With access to every image of every project at the touch of a button, we have total control over which images we use to demonstrate our engineering excellence.”  
(Hanif Kara, Director)

### Axomic & AKT

Adams Kara Taylor (AKT) is a dynamic and successful structural and civil engineering consultancy. As a design-led practice, quality images are central to reflecting the excellence of its work.

AKT knows the value of using the right images to showcase its engineering designs, whether in a design presentation, a tender or in marketing materials.

Before adopting OpenAsset, AKT harnessed the skills of one member of staff who had been with the consultancy for more than a decade. He knew about every project, the images available and where to locate them. The results were excellent and the process was seamless.

However, its growing volume of highly photogenic projects along with a huge number of images generated by its parametric applied research team, led AKT to review its image management needs. The consultancy decided to embrace an IT solution to deliver improved control and efficiency, and so it embarked on a search for a product to help them achieve this.



### OpenAsset: the solution

OpenAsset from Axomic was designed with engineers and architects. It now has over 6,000 users in the AEC sector, in Europe, UK and abroad. AKT knew that it needed a system that was robust, resilient and sophisticated.

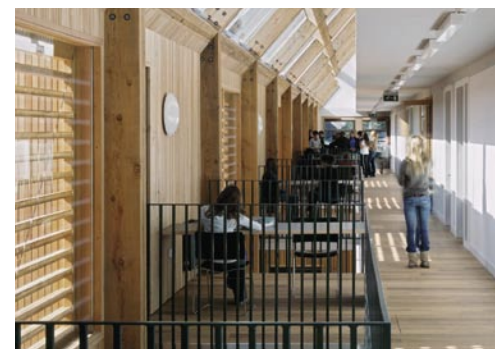
Having reviewed several products, there was only one solution that exactly met the criteria and could be up-and-running quickly because very little customisation was required. This was OpenAsset.

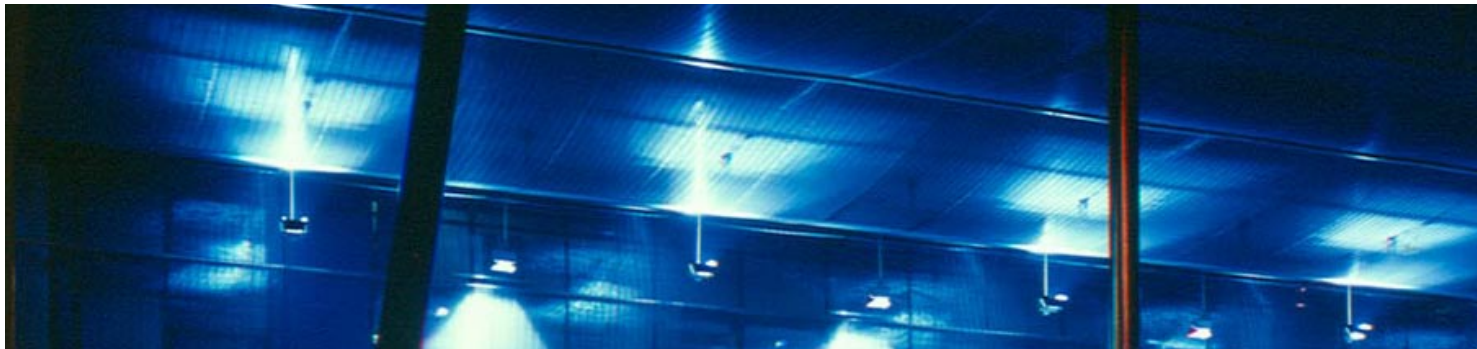
“OpenAsset was the only solution that did everything we wanted. We could store images and digital files in simple categories of our choosing, we could search the entire system if necessary to find an image and, crucially, we could drop images into presentations with ease.”  
(Didier Prongue, Practice Manager)

### Smooth Delivery

OpenAsset was ready to use just one month after AKT confirmed that they wanted to partner with Axomic in the delivery of an image management tool.

Populating a new system with an organisation’s entire image collection is often perceived to be a time





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“Our role in projects is hands-on and we are often out of the office. We can access OpenAsset, because it is web-based, wherever we are. This allows us the freedom to work on presentations when we want to – we are no longer restricted.”  
Gerry O’Brien, Director

### OpenAsset clients:

Adams Kara Taylor, AHMM, Allies & Morrison, Assael, Baily Garner LLP, Brock Carmichael, Buschow Henley, Cameron Taylor, Campbell Reith, Conran & Partners, Cooper Cromar, Cundall, David Chipperfield Architects, Denton Corker Marshall Group, Devereux Architects, Douglas Wallace, DP6, Duffy Mitchel O’Donoghue, DSA, Feilden Clegg Bradley, Fletcher Priest Architects, Foster & Partners, Gardner Stewart, Gillespies LLP, GMW Architects, Gustafson Porter, Hamilton Associates, Haskoll, Hawkins Brown, Henry J Lyons, HKR Architects, HLM Architects, Jestico & Whiles, John McAslan & Partners, John Thompson & Partners, Levitt Bernstein, Maber Associates, Max Fordham, MBLA, Mitchell Associates, Nicholas Hare Architects, Panter Hudspith Architects, Portsmouth University, Price & Myers, Reid Architecture, Rybka, Rydon, Scott Brownrigg, Sidell Gibson, Space Syntax, Speirs & Major, TP Bennet, Wilkinson Eyre

consuming exercise that ties up internal resources. However, Axomic welcomed this responsibility and seamlessly handled the data migration of 40,000 images that were stored on a separate server. They were well-catalogued by project number and date order so could easily be transferred into OpenAsset. “The pressure on our resources and the cost of labour required to populate the system would have been great. The suitability of the system coupled with the fact that Axomic had the skill to transfer all our data was a major benefit. Our only responsibility is to keep it up to date.”  
(Didier Prongue)

### Training users in OpenAsset

“OpenAsset is very easy to use”. Due to its simplicity, OpenAsset does not require lengthy, costly training. The level of training depends on the type of user, but Axomic always takes the time to ensure that the scope and potential of the system as well as its benefits are clearly understood. “As the graphic designer at AKT, it was imperative that I was using the system to its fullest potential quickly. The training to get me to this level of competency only took 45 minutes out of my day and it has saved me 1000 times that since.”  
(Jan Friedlein, Graphic Designer)

Axomic prides itself on explaining how to use OpenAsset clearly and thoroughly. It is committed to supporting its clients following their investment so if any user has a query following training, Axomic promises to respond immediately. As part of the partnership Axomic develops with its clients, it encourages suggestions for improvements or new elements. This ensures that Axomic provides an optimum, market-leading solution now and in the future.

### Benefits

The vast majority of the team at AKT, when asked for the greatest benefit of OpenAsset, said that the system had saved them time ... and lots of it.

Directors are delighted to see the best quality images in presentations to new clients. Being able to compare all the different alternatives so easily ensures that the most appropriate image is used each and every time.

The efficiency of the graphics team has improved.

OpenAsset has given AKT control over the images that they use and how they use them.

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