



## OpenAsset Case Study

## Jestico + Whiles

### About Jestico + Whiles

Formed in 1979, Jestico + Whiles has undergone rapid growth as it diversifies into a range of sectors and builds on its reputation for design quality and innovative solutions to challenging briefs. The practice's design reputation covers both new-build and the sensitive, contemporary, refurbishment of historic buildings. The ambition to bring design excellence to the rejuvenation of existing building stock exemplifies their commitment to sustainability and quality of design. Commitment to quality and design in all its guises has been the overriding priority of the practice, a consistency underlined by the fact that the practice has won nearly 70 national and international architectural awards since 1979, including 50 awards and commendations in the last 5 years.

### Issues to solve

Jestico + Whiles is one of the UK's leading architectural practices, and as such were well aware of the importance of photographic assets. Graphics were taking on a more important role for the practice, in marketing, project reports, and for referencing. Before OpenAsset was introduced Jestico + Whiles felt they were wasting a lot of time searching for, and re-sizing images. There was no central tool to give users easy access to the image resources of the practice. Partners felt they had lost track of the images available to them on the network. The volume of image files was escalating and the partners felt something had to be done to solve these issues.

### OpenAsset: the answer

OpenAsset from Axomic was developed with a group of leading architectural practices in the UK. Before inviting Axomic to demo the software, Jestico + Whiles contacted other practices they knew and trusted to hear about successful implementations of OpenAsset.

OpenAsset was chosen because Jestico + Whiles believed it would be a 'quick win'. As Associate Ben Marston said, *"OpenAsset is a tool to deliver an effective solution, to a specific problem."* When it came to

the final selection process, Jestico + Whiles were clear which solution was right, *"OpenAsset was the only product we found that directly did the job."*

### Moving Images into OpenAsset

Possibly the biggest challenge on implementing an image library is how to move the bulk of existing images into the system. With the help of Axomic Jestico + Whiles were able to achieve this with the minimum of fuss. Jestico + Whiles stored their images in a reasonably well organised project folder structure. Axomic were able to liaise with the graphics people and automatically move all project images into OpenAsset easily and simply.

The perception amongst the management at Jestico + Whiles was that if the practice had taken this task on alone they would not have got the job done.

### Powerful Features

Axomic conducted training sessions for both intensive and general users. Soon the whole practice were benefiting from the many powerful features in OpenAsset. Using the 'project keywords' feature OpenAsset allows Jestico + Whiles to automatically assign keywords to



*"We didn't expect the database to be perfectly keyworded from day one. This is something that evolves with time, but the initial benefits of moving them into OpenAsset were still huge."*  
Ben Marston, Associate





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*“OpenAsset directly addressed the issues we were fighting to solve. The biggest benefit of OpenAsset has been to make available lots of images the practice forgot it had.”*

Ben Marston, Associate

### OpenAsset clients include:

3DReid, Adams Kara Taylor, AHMM, Allies & Morrison, Architects Co Partnership, Assael, Austin-Smith., Lord Baily Garner LLP, Benoy, Brock Carmichael, Buschow Henley, Calfordseaden, Cameron Taylor, Campbell Reith, Caruso St John, Claudio Silvestrin, Conran & Partners, Cooper Cromar, Cundall, Dane Housing, David Chipperfield Architects, Denton Corker Marshall Group, Derwent London plc, Devereux Architects, DLA Design, Douglas Wallace, DP6, DSDHA, Duffy Mitchel O Donoghue, EEA: Erick van Egeraat, Associated Architects, Ellis Williams Architects, ESA, Expedition Engineers, Feilden Clegg Bradley, Fletcher Priest Architects, Foster + Partners, Gardner Stewart, Gensler Gifford, Gillespies LLP, Glenn Howells Architects, GMW Architects, Grant Associates, Greenhill Jenner, Group Dyer, Gustafson Porter, GVA Grimley, Hamilton Architects, Haskoll, Hawkins Brown, Heatherwick Studio, Henry J Lyons & Partners, HKR Architects, HLM Architects, Hopkins Architects, Jestico + Whiles, John McAslan & Partners, John Thompson & Partners, Kraaijvanger Urbis, LCE Design, Levitt Bernstein, Maber Associates, Max Fordham, MBLA, Mitchell Associates, Nicholas Hare Architects, Page Park, Panter Hudspith, Patel Taylor, Penoyre & Prasad, Portsmouth University, Price & Myers, RSSA, RP Architects, Rybka Rydon, Scott Brownrigg, Sheppard Robson, Sidell Gibson, Smith Scott Mullan, Space Syntax, Speirs & Major, Stephen Davy, Peter Smith Architects, Tate & Hindle Design, TP Bennett, Urban Initiatives, VHP, Watkins Gray International, West 8, YRM

all images within a particular project. This reduces the time it takes to manage the most common project keywords. Instantly categorising project images saves a lot of time labelling images with relevant search tags.

Using OpenAsset has made life simpler for Jestico + Whiles with powerful features like the ability to create and share ‘Albums’. Improved collaboration with shared Albums increases the quality of marketing materials and stops large image files clogging up the network. The access levels feature in OpenAsset allows Jestico + Whiles to control who has access to images. This is important as marketing teams can filter high quality images to the right people.

Jestico + Whiles have reported that the creation of PowerPoint presentations, InDesign and Word documents has become so much easier. OpenAsset automatically resizes images for different documents and can insert them into templates. The drag and drop tool allows quick linking into InDesign files, customizable contact sheets can be generated, and images can be downloaded into ZIP files.

### Benefits

The directors of Jestico + Whiles report they have re-discovered images because they now have a simple tool to search for images in a single location on the desk top. They have also seen an improvement in the creation of presentation and submission documents. At some point most people become involved in business development, searching images for submissions, pitches and presentations. Ben said, *“People were becoming lazy, using the same old pictures in their documents, these have been re-freshed.”*

For the graphic designers who use OpenAsset all the time it is fundamental to their job, whether creating brochures for print, or preparing boards for events, OpenAsset has made their lives easier. IT managers are also happier as OpenAsset improves the efficiency of image use, therefore saving server space and reducing the problems created with huge files moving round the practice. *“We’re very pleased with how the project has gone, and Axomic were a pleasure to work with. OpenAsset has improved our internal use of graphics and we now have a well managed image library for everyone in the practice to use.”*

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