

Case study

“With the help of Axomic, getting images into OpenAsset happened really quickly. Their support was excellent and they were really good to work with. We’re very pleased with the results.”

Susannah Woodgate, Marketing Manager



OpenAsset transforms image management for developers Derwent London

Property developers have never relied on images more than now. Derwent London plc is a leading property development company based in London.

High quality images are key tools used to promote the business. The marketing department uses images to produce brochures, presentations, web pages, and other promotional materials.

A Robust Image Library

“For us, high quality images are very much part of what we want to promote. We specialise in design excellence and need good quality photography, so having them well organised is absolutely key”, says Susannah Woodgate, Marketing Manager. The company decided that a robust image library was needed to protect digital assets and improve organisation.

Image management presents many challenges and Derwent London plc were finding it hard to stay on top. With more and more project images

being taken people were struggling to find the files they needed. Even when the images were found the problems didn't stop. Image re-sizing was taking up a lot of time. Several times a week requests were made for images from architects, clients and other external parties. The company didn't always want to send them high res originals. With the images stored in a directory system the marketing department were spending more and more time managing images, clearly a solution was required.

Derwent London

Derwent London is a design-led and award-winning property company with a reputation for high quality contemporary architecture and innovative refurbishment. It has a combined portfolio valued at £2.6bn, spread across 14 London 'villages'.

The board's strategy is to add value to buildings and sites through creative planning, good design and enterprising lease management.

Derwent London won the RIBA Client of the Year Award in 2007 and its Angel Building was shortlisted for the 2011 RIBA Stirling Prize.

OpenAsset – The solution

OpenAsset from Axomic was designed with clients in the property and construction sector in mind. With simple project based searching tools and export features OpenAsset was selected as the ideal solution. "We work with many of the companies who use OpenAsset so as a property development company we felt very comfortable choosing a system so well established in the construction industry," explains Susannah Woodgate.

Populating a new system is often perceived to be a time consuming exercise that ties up internal resources. However, Axomic welcomed this responsibility and seamlessly handled the data migration of 10,000 images that were stored on a separate server. They were catalogued by project number and date order so could easily be transferred into OpenAsset.

Benefits

Everyone has taken to OpenAsset very easily. The system has improved the process of creating better marketing materials. Brochures and presentations can be quickly produced as OpenAsset automatically re-sizes images and inserts them into documents such as PowerPoint and Word. OpenAsset has also improved the speed in which they can import images into other software packages such as Adobe Photoshop and InDesign.

The AssetBar tool means images can be directly linked into a document simply by dragging and dropping. Contact sheets can be quickly created and when the marketing team are asked for reference or print quality images they can

instantly zip up a set of images and send them to the relevant person.

Another favourite feature of OpenAsset is the ability to create Albums. Each user can create a link to a set of images and use or share them within the system. Susannah Woodgate comments: "I use Albums a lot, what's great is that you always know the original is safe. You can move images around and share them with people knowing that the original is safe and there's no duplication."

Professional Support

Derwent London have also been impressed with the range of support services available for OpenAsset. Three people participated in an intensive user training course. "The product is very intuitive and easy to use but it's still important to train key users." Derwent London took part in the annual user group meeting where users from across the property and construction sectors meet to exchange ideas on how best to use OpenAsset.

Support for the product is also very professional. Upgrades are managed and a friendly helpdesk ensures user and technical issues can be properly resolved.

Derwent London believes the project has been a great success. Image resources are crucial to the company's marketing strategy. Users from across the company can now find images much more quickly. Once they've got what they want OpenAsset allows them to spend less time managing images and more time creating powerful marketing materials.



"Being able to search for images and create Albums is really useful. You can work with all your images and know that the original is not being altered or duplicated. It saves a lot of time and hassle."

Susannah Woodgate,
Marketing Manager



OpenAsset - setting an industry standard

Derwent London were particularly drawn to OpenAsset as it is so well established in the industry. By sharing clients' experiences of the system, Axomic have been able to develop the OpenAsset specifically to meet the requirements of its users. The result is a product closely tailored to meet office workflows, and which interfaces with a number of leading software packages for design and administration.

To find out more about OpenAsset and to view the online demo, visit www.axomic.com
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