

Case study

“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 Director



OpenAsset enables award-winning architect to optimise image use

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.

Issues to solve

Before OpenAsset was introduced Jestico+Whiles felt they were wasting a lot of time searching for, and resizing 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 Director 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.”

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 over 150 national and international architectural awards for its architecture and interior design since it was founded.

Image credits
Above: W London Hotel, Leicester Square: Photographer James Newton
Overleaf top: Aloft, London Excel: Photographer Tim Crocker
Overleaf right: Stoke Newington School: Photographer Tim Crocker



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 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 also become 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 rediscovered 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 refreshed."

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."

"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 Director

Refreshed image use - across the whole practice

For Jestico+Whiles, OpenAsset has enabled users across the whole practice to access its photographic assets, streamlining business development work and improving efficiency in winning new business.

To find out more about OpenAsset and to view the online demo, visit www.axomic.com
Alternatively call +44 (0)870 850 0435 or email sales@axomic.com

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