

Case study

“The process of getting images into OpenAsset took a lot less effort than we thought, the simple uploader and keyword tools were really easy to work with.”

Lisa Maynard, Marketing Manager, Rydon Group



Leading contractors discover successful image management through OpenAsset

Contractors have never relied on images more than now. Rydon is a leading construction, development and maintenance group based in the south east. Images are key tools used by the Marketing and Business Development departments to produce bid submissions, brochures, case studies and other promotional material. High quality images are also required for presentations at interview stage and to clients for potential work opportunities.

Lisa Maynard, Marketing Manager at Rydon Group, explains: “The Directors now want our documents to look more and more like brochures, we’ve had to up the level of our literature across the board as images are used a lot more.”

A user-friendly system

As such the company recognised the growing importance of image resources and decided that a robust, and easy to use image management system was needed.

With the growing volume of images, users from across the group were struggling to find the right files. The Marketing Department were spending

a lot of time sourcing images for other employees due to the lack of a viewing and searching facility. Rydon attempted to manage the image files with better internal folder structures but this wasn’t up to the job. Clearly a solution was required.

Simple, project based searches

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 didn’t find anything with more appropriate functionality than OpenAsset, it was perfect for us,” says Lisa.

Rydon Group

Rydon is a privately owned, £190m turnover construction, development, maintenance and investment group operating primarily throughout the south and southwest of England.

Formed in 1978, with headquarters in Forest Row, East Sussex, the Rydon Group comprises Rydon Construction Ltd, Rydon Homes Ltd, the property development arm of the Group, Rydon Maintenance Ltd, and Ryhurst Ltd, an asset investment and management company.

The mainstay of the Group’s success has been the ability to develop strong and lasting partnerships by taking an approach based on collaboration, respect and openness.



Smooth installation

After a smooth installation Rydon moved the images into OpenAsset. They took original CDs from photographers and selected images to load into the system, whilst images from across the business were stored in folders to be uploaded.

Sharing and liaison

The whole group has taken to OpenAsset very easily. Everyone can now find images faster and make documents more easily. The Marketing Department now have more time as fewer people ask them to find images on their behalf. OpenAsset has also improved the speed in which they can import images into other software packages such as Quark Xpress and Adobe Photoshop. The business development team can produce improved pre-qualification questionnaires and other documents quicker and easier. OpenAsset also aids their liaison with Contracts Managers as they can pre select images for the documents directly. At the click of a button OpenAsset automatically re-sizes images and inserts them into documents such as PowerPoint and Word.

Improved internal communications

Rydon believes creating a company wide image library has brought the different divisions within the group closer together. Lisa says, "before OpenAsset we never saw images from the other divisions and they didn't see ours. Sometimes we'd send a photographer on site to take images we already had in the organisation."

Fast image sizing

Lisa finds it particularly useful being able to set up different images sizes for different uses without having to do it manually and the graphics team use the AssetBar drag and drop tool frequently.



"Being able to quickly drag and drop images into a range of applications is really handy." Users in the Homes division can easily send images to a design studio or client by downloading ZIP files. OpenAsset's automatic PowerPoint creation tool is used across the group.

Efficient uploading

Managing OpenAsset has taken less time than Rydon initially thought it would. Uploading images is straightforward, and adding keywords is simple with the project keywords facility. OpenAsset is built for project based companies so descriptions can be added at the project level, ensuring all images are well catalogued with the minimum of effort.

Seamless support

Rydon has also been impressed with the range of support services from OpenAsset. They participated in intensive training courses to get graphics users up and running quickly. Rydon also 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. Lisa said "we picked up some great tips on how to use OpenAsset and other graphics applications."

Professional presentations

Rydon believes the OpenAsset project has been a great success. Images are more easily accessible and the company now produces bid submissions, marketing documents, and presentations a lot faster.



"We're able to produce tender submissions and marketing materials much faster, so the directors are really happy. There's no doubt that OpenAsset has made the process of making documents a whole lot easier."

The Graphics Team, Rydon Group

Improved efficiency and better communication

One of Rydon Group's main reasons for choosing OpenAsset was its ability to connect the group's various departments, streamlining image sharing and simplifying the use of visual information between them.

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

created by 

www.axomic.com
email: sales@axomic.com

UK & Rest of World
56 Compton Street
London EC1V 0ET

USA
137 Varick Street, Suite 407
New York, NY 10013