

## Case study

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Caroline Poot, Graphic Designer



# Why leading European practice VHP chose OpenAsset to enhance workflow

VHP is one of the most forward thinking architectural practices in The Netherlands 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, and the management team had long been aware of the need to solve the issue of image management.

### Image management issues

The practice had already tried using Adobe Bridge but rejected this as a viable solution for the whole practice. VHP required a system that provided users with workflow tools for producing documents, and the system needed to scale to meet their needs. It was felt that because Adobe Bridge is targeted at individual users it would not be up to the job.

Previously VHP managed their images by storing high resolution files on CDs and low resolution versions on the server, but this system made it very difficult for people to search for images. The catalogue of images was complicated and difficult to penetrate, users reported that they

found it easier to search the internet for the images they needed. The practice felt they were not getting enough value from their existing image resources, and wasting money as a result.

The problems didn't end there. Even if a user managed to find the right image they then had to place the image in the document they wanted to create. People were relying on the graphic designer to firstly find the picture they wanted, and then to correctly re-size the file for use in a PowerPoint presentation or other application. Sharing images was also a problem as people were copying large images files leading to duplication on the servers.

### VHP stedenbouwkundigen + architecten + landschapsarchitekten

VHP is a Royal Haskoning company and one of The Netherlands' most forward thinking practices for urban design, architecture, and landscape architecture.

All three disciplines are practiced from VHP's office in the heart of Rotterdam, where staff collaborate to solve complex client assignments.

VHP aims for quality at all stages in the design process, from the design and detailing of individual buildings and public spaces to visions for regional spatial development.

VHP provides professional services to clients from the private and public sectors in both The Netherlands and Belgium.



## International support

One reason that VHP found OpenAsset appealing was its ability to provide full technical support to international clients, with unlimited access to telephone and email helpdesks at Axomic's London and New York bases.

Caroline Poot, graphic designer at VHP, explains: "Image management is very important to our business. It was obvious to all users; the graphics team, architects, directors and IT staff that a better solution was required."

### Focused solution

After searching the Dutch and European markets VHP were approached by UK based Axomic. They had been working with architects and engineers in the UK for over 5 years and had developed an image library solution called OpenAsset, which had been specifically developed with and for architects. As soon as they heard about the product the directors, graphics team and IT staff decided to book a demo meeting with an Axomic representative.

The live demonstration was held at VHP's office in Rotterdam and only took an hour of people's time. All those present agreed it was an hour exceptionally well spent considering how much time and money OpenAsset has saved VHP. Caroline says, "It was really important to actually see a demo of the software and be able to talk to someone from Axomic. They have a lot of experience helping architects manage image libraries so we felt we were talking to the experts."

### Why OpenAsset

Axomic are based in London and offer full support and maintenance services for clients in Europe. Support includes unlimited telephone and email helpdesk, with Axomic's friendly support team always on hand to provide expert help. With a track record of UK and international sales VHP were confident in Axomic's ability to provide professional support to clients in Europe.

The fact that OpenAsset was built with and for architects was a big factor in VHP's decision to buy OpenAsset. The system is used by over 15,000 architects and engineers in the UK and Europe. Clients in the Netherlands include Erick Van Egeraat Associates and international practices such as Foster & Partners, David Chipperfield Architects, Zaha Hadid Architects, and Rogers Stirk Harbour + Partners. VHP are confident Axomic will continue to build new features for architects. Axomic's commitment to continuing to develop features for the architectural market was a key factor in VHP's decision to purchase the system.

### User friendly

VHP were particularly impressed with the feature in OpenAsset that automatically re-sizes and inserts images into PowerPoint. Other features, such as dragging and dropping links to images in Adobe InDesign, creating contact sheets and the ability to use InDesign templates makes the production of documents and other graphics material so much faster.

OpenAsset is a very clear and user friendly system, and contains all the features VHP were looking for. Everyone now has easy access to images, there's no doubt it's saved VHP a lot of time searching for images, and creating documents. Caroline said, "If you haven't seen a demo of OpenAsset and are looking to improve the way your practice manages images I'd definitely recommend you book a demo to view OpenAsset."

**"As well as the many excellent features in OpenAsset, Axomic's commitment to the architectural market was a big factor when it came to making the decision."**

**Caroline Poot, Graphic Designer**



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

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