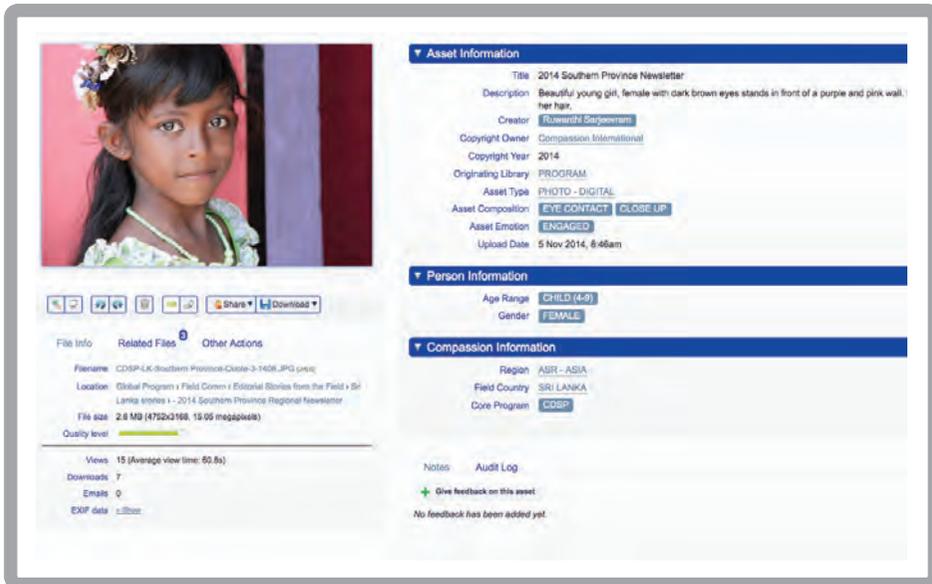# Third Light

Case Study
Compassion International

"Compassion International is the world's leading authority in holistic child development through sponsorship. Compassion revolutionised the fight against global poverty by working exclusively with the Church to develop children out of poverty to become responsible, fulfilled Christian adults. It is the only child sponsorship program to be validated through independent, empirical research. Compassion partners with more than 6,500 churches in 26 countries to release over 1.6 million babies, children and students from poverty in Jesus' name. Compassion has been awarded the highest rating for financial stewardship and transparency for 14 consecutive years by Charity Navigator, America's largest charity evaluator."

Releasing children from poverty
Compassion®
in Jesus' name

"Before Third Light, we tried several different tools, but none were robust or flexible enough to do what we really needed – handle our assets efficiently, with fast download speeds, and with safe, reliable storage.

We needed a Digital Asset Management system that gave us a central location for the collection, organisation, and distribution of all of our raw media. We spent 18 months surveying our key staff members and researching our options before we chose Third Light."

Shawna Cronan
Digital Media Manager
Compassion International

Third Light

Supplying Solutions: IMS Key Functionality

Since 2013, Compassion International has depended on Third Light's IMS Enterprise Edition to coordinate the use of 320,000+ media assets, by 850 users, in 38 countries.

IMS is simple to use.

"Having the ability to organise our media assets in a familiar folder structure makes it very easy for people to find what they're looking for. Our customer service calls have greatly decreased since implementing IMS."

Videos are more accessible.

"IMS's ability to not only upload and store raw video, but to also play it back, has increased the usage of our videos immeasurably."

Managing users is light work.

"Enabling users to create their own account (and retrieve lost passwords) has saved significant time for their administrators."

Tools are intuitively helpful.

"The Intelligent Media Server's 'Copy From Previous' button is a highlight for editing metadata. If we are editing similar images, this tool is extremely helpful and saves us lots of time."

"When I do my job right, with a few clicks, users can search for what they need and then download their desired files.

When I see that my colleagues have a 'breakthrough' moment and they're excited about the system's features, it is very satisfying for me.

Compassion International's Digital Media Manager Shawna Cronan, profiled by the DAM Guru Program, January 2015.

Third Light

Success With IMS: User Advice

"Really know what your users need," Cronan says. "Finding systems that can grow with your organisation is critical."

IMS reports are relevant and useful.

"As a manager, I appreciate the IMS reporting features – such as number of downloads each month, what the most popular files are, who is uploading materials, etc. This helps me better keep an eye on the system, and helps me analyse our data to know where we are having success and where we need improvement."

Customisable displays are a blessing.

"We like the 'customise the display' options on IMS pages: View the page by folder or list view, as well as by filename, or filename and captions, or filename and filesize. When you hover over an image, you can see complete metadata. This is a really convenient IMS feature."

Files are easy to amend.

"The workflow of our Uploaders and Producers has greatly improved thanks to IMS. The software lets us easily correct mistakes such as file names or orientation, even after an asset has been incorrectly uploaded by another user."

Compassion
Releasing children from poverty
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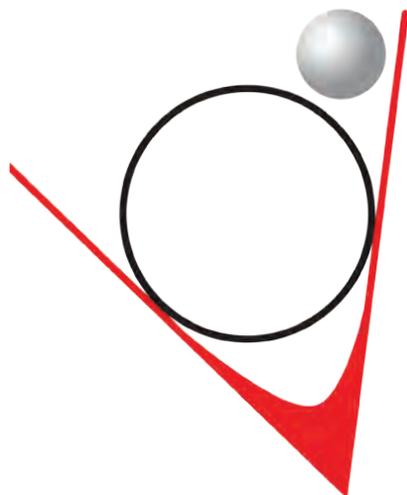
" Smart Folders are by far my favourite Third Light feature.

Smart Folders provide a way to save the results of a search and make them available to other users. The content of a Smart Folder is refreshed each time it is opened, with files found to match the search query stored in its settings.

We use Smart Folders in a few different ways: We collect media with certain keywords to highlight and present to our users, and we also use them to do quality control on our metadata. "

Third Light wishes to thank Shawna Cronan, Digital Media Manager at Compassion International, for her time in providing feedback for this case study.

About Third Light

Third Light is a software and internet services business based in Cambridge, UK. Our core business is to develop and host specialist solutions for digital media management, storage and collaboration, while minimising technical complexity. Key clients include Cambridge University, Nike, Inc., The Scout Association, United Nations, Diabetes UK, and many other organisations. We have supplied web-based asset management tools to businesses since forming in April 2002.

Third Light's Intelligent Media Server (IMS) is a self-contained software product for corporations, media agencies and marketing teams, that allows digital content to be managed and stored, displayed and shared using the web. IMS has been widely deployed to solve many of the digital challenges that are common to all businesses, and is used in a wide range of sectors to simplify and improve the way that digital files are used.

Please visit thirdlight.com for a free trial of IMS, or call 01223 475674 to arrange a meeting and demonstration.