



Case Study Anglia Ruskin University

Overview

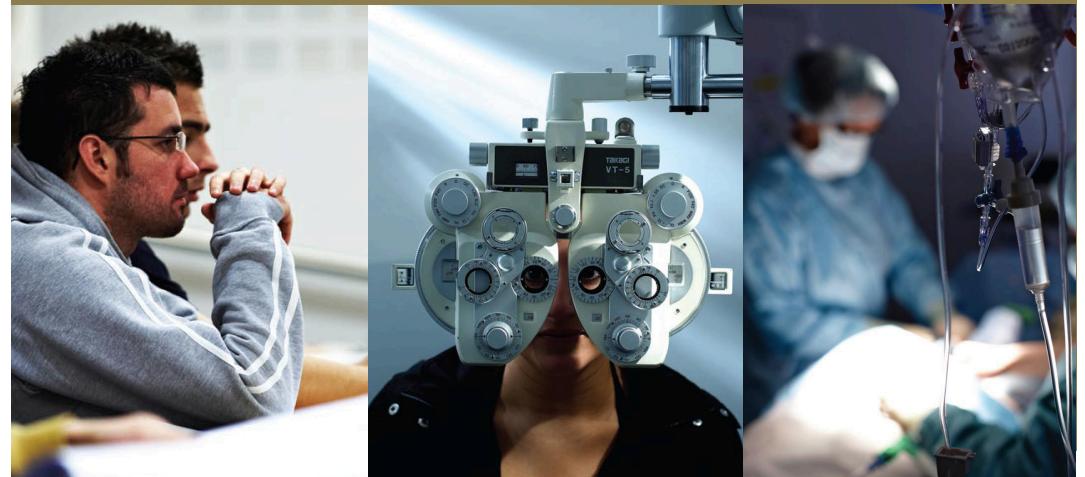
Anglia Ruskin University provides university education for more than 28,000 students across its main campuses, and through many colleges that form the Regional University Partnership. Anglia Ruskin chose Third Light software for their central image library, used by staff and suppliers across three campuses.

The screenshot shows the Anglia Ruskin University Image Library interface. The left sidebar includes links for IMS Library, Uploads, Users & Events, Tools, Reporting, Configuration, Search, Help, Logout, and a Right click for options... menu. A yellow box highlights the 'Your Lightbox' section, which is currently empty. The main area displays a grid of thumbnail images from an album titled 'Business pics Nov 2010'. The interface includes search and filter tools at the top, and navigation controls like 'Previous' and 'Next' at the bottom. The footer notes 'Photographs copyright © Anglia Ruskin. Software provided by Third Light.'

“ The Third Light software saves us hours of searching and sorting through pictures.

The system is intuitive to use, it works from all of our campuses, and gives us excellent control over how images are used. The platform is easy to interact with, very immediate, functional and innovative. The time saved and ease of access makes it great value for money.

– Rebecca Bowerman
Marketing Executive, Anglia Ruskin University.





Software For Problem Solving

Making the decision to use Third Light

Like many large marketing departments, Anglia Ruskin had accumulated image stocks on CD-ROMs, in collections which were managed by hand. The collection had a tendency to become fragmented, and finding images relied on memory – or a lengthy manual search.

Moving to an electronic library allowed the pictures to be keyworded, searched and shared much more simply, and retaining central control over the library became far simpler. Third Light software can store, manage, and retrieve photographic assets, PDFs and videos conveniently.

In a large organisation like Anglia Ruskin, a particular advantage of using Third Light is having the ability to provide a single, searchable archive of stock materials, and to allow different departments and users to reach the same resources from any workstation.



How the library works

The Anglia Ruskin Third Light library was first populated with all of the existing materials available. The majority of the images came from photographers as large files stored on CD-ROMs.

Once logged in, administrators controlled other users and their storing of new pictures. In a few simple steps new photographs were merged into a well-organised collection. Members of the marketing department added keywords and metadata used for record keeping.

Third Light software allows authorised users to access the library from any network, removing the costs and delays of posting CD-ROMs from site to site.

Naturally, not all images should be shared, since copyright and past uses often affect the availability of an image. Configuring users with permission to view only parts of the library is easy, and all downloads require a ‘History Note’ to be logged – perfect for tracking assets and ensuring appropriate use of materials.



Providing Solutions → Key Functionality

Helping Anglia Ruskin save time and improve efficiency

By purchasing the Third Light software to run their central image library, Anglia Ruskin show how cost savings and efficiency advantages have been achieved. The time spent searching and distributing materials is dramatically shortened compared to sending CD-ROMs or emailing large images to suppliers. For example, when Anglia Ruskin University changed its name in Autumn 2005, new logo graphics were available from the Third Light image library, making it a definitive source for the new brand materials throughout the organisation.

Features and tools

Third Light software has a wide range of features that make it extremely helpful for organising pictures and collaborating within the university. For example, all pictures are allocated unique reference numbers and can be stored in a familiar tree structure; different users have different rights and privileges to keep the system manageable. Unlike generic file servers, the system has the ability to perform sophisticated searches in collections containing huge numbers of files.

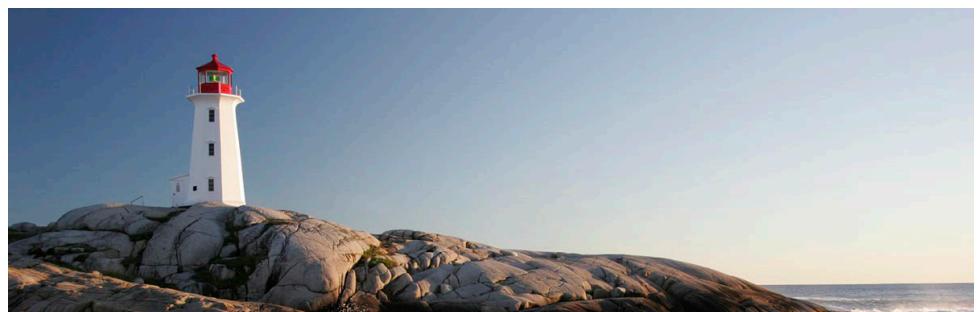
For Anglia Ruskin, finding pictures based on their description or keywords, filenames, dates and reference numbers is simple, fast and accurate – thanks to the optimised Third Light design and its native support for industry standard keywording technology like Adobe™ XMP.



Images can be selectively watermarked on the fly with the Anglia Ruskin logo and downloaded in any graphics format or file size. When new pictures are added, the Third Light server can automatically send out emails to appropriate library users to let them know that new pictures are available.

Training and support

A hands-on training workshop and ongoing support help Anglia Ruskin use the Third Light system productively. New versions of the software are released on a regular basis, ensuring the library is always up-to-date with the latest Third Light innovations.



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, the United Nations, NASCAR, Virgin Group, Fujitsu and many other businesses. We have supplied web-based asset management tools to businesses since forming in April 2002.

Get your FREE trial today: thirdlight.com, or call 01223 475674 for a demonstration.

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Third Light's media management solutions are self-contained software products for corporations, media agencies and marketing teams that allow digital content to be managed, stored, displayed and shared using the web. Third Light software 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 handled.

<https://www.thirdlight.com>