

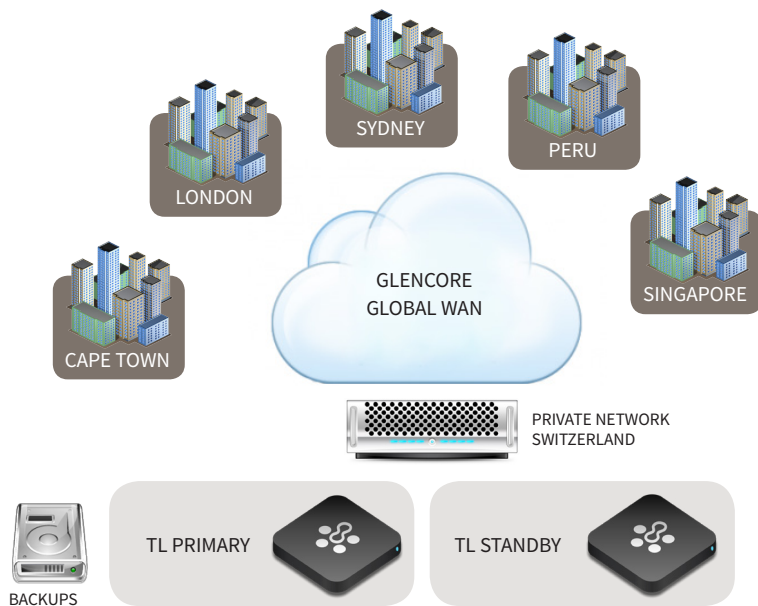


Case Study Glencore PLC

Overview

Glencore is one of the world's largest diversified natural resource companies, and a major producer and marketer of over 90 commodities worldwide. The group is headquartered in Switzerland, employs more than 180,000 people, and has an operating revenue of more than US\$ 200 billion.

Glencore uses Third Light's image management software as its worldwide marketing media library, used by staff and suppliers across the globe.



GLENCORE

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Since the Third Light software was installed, we have been able to manage our images in a fraction of the time. Our new electronic library allows us to search and track a very wide range of marketing and corporate photography.

**The Third Light system
is 100% reliable.**

We have been extremely pleased with the quality of the product and the high standards of service Third Light deliver.

”

– Brigitte Mattenberger,
Corporate Affairs, Glencore (Schweiz) AG

Solutions Through Software

How the library works

Third Light's IMS system contains a large library of public relations and marketing images, PDFs and videos. Instead of holding CD-ROMs in individual offices, Glencore stores all commissioned files centrally on the IMS servers in Switzerland. International offices reach the media library using the global corporate intranet.

Once logged in, users can view and retrieve assets immediately, without expensive and comparatively slow courier services to ship discs internationally. New content is merged into the Glencore library regularly, after approval from the Corporate Affairs team.



Creating clever collaboration

Glencore's international Corporate Affairs are coordinated from Switzerland and London. Public relations, press releases and annual reports all require up-to-date and high-quality digital content, either sourced from global photo shoots or archive materials.

By indexing these materials and sharing access to the electronic library with regional business groups, Glencore can significantly shorten the time required to select files for publication. The Third Light system also eliminates potential duplication by offering asset tracking features.



Functionality and Performance

Image tracking and retrieval

Third Light's intelligent media server has the ability to convert files from different formats automatically. Often, large source graphics need to be converted and resized, which can overload desktop PCs.

Instead, Glencore uses the Third Light image management system to perform these tasks with a single click. The software will derive different sizes and file types from the original sources immediately, removing all of the complexity from this day-to-day task.

Allocating 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, brand-compliant use of copyrighted materials.

All images uploaded into the library are allocated unique reference numbers and are described through the system using the Adobe XMP™ standard.

As well as enabling the search engine to return precise results, XMP guarantees the library and keyword database will scale effortlessly with Glencore's long-term requirements.



Protecting key assets

In order to meet stringent high-availability requirements, a fault-tolerant pair of Third Light servers was installed at the Glencore Corporate Headquarters in Zug. The servers are securely housed in the data centre, and attached to the Wide Area Network (WAN), which connects all of the Glencore business groups. The installation includes hot-swap components and is monitored remotely by Third Light.

Training and support

A hands-on training workshop and ongoing support help Glencore use its 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 software products designed for corporations, media agencies, and marketing teams to 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>