



Case Study

Tri-State Generation and Transmission Association

Powering change

Founded in 1952, Tri-State Generation and Transmission Association, Inc. is a wholesale electric power supplier that serves approximately 1.5 million consumers with a 5,348-mile high voltage transmission network. The Association is responsible for 200,000 square miles of service territory across Colorado, Nebraska, New Mexico and Wyoming, and employs more than 1,500 people.



Three years ago, the Tri-State Communications group agreed:

“ It was time for a new digital asset solution ...

Our team members were **so frustrated** with the old Documentum system, **they refused to use it.**

They moved to a file share. As a result, people were handling assets differently, and we ended up with **duplicate assets in multiple places.** ”

– BJ McShane, Tri-State Senior Business System Analyst.



TRI-STATE

Generation and Transmission Association, Inc.

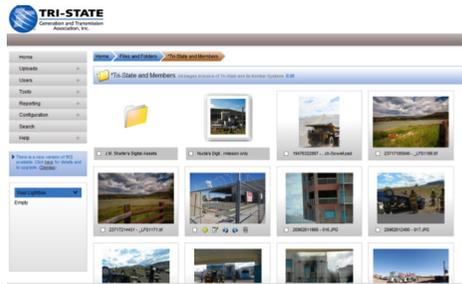
A Touchstone Energy® Cooperative





Scoping Solutions → Third Light On Trial

“We sent out the request for bids from five companies. Each vendor set up a demo for us to view their product and see how it might meet our needs.”



We work with diverse files

“We manage images in various formats, including raw NEF and CR2 camera files, 32-, 16- and 8-bit native Adobe Photoshop images, .tif, .jpg, .dng and .png.

“Our video files include raw AVCHD files, .mp4, .wmv, and .avi formats. Related to video are also the native archived files coming out of two NLEs used in the editing process; Adobe Premiere Pro and Final Cut Pro Studio 7.

“We’re collecting audio files relative to the videos as well as stand-alone projects. These include .mp3, .wav, .aiff, .wma and .aac.

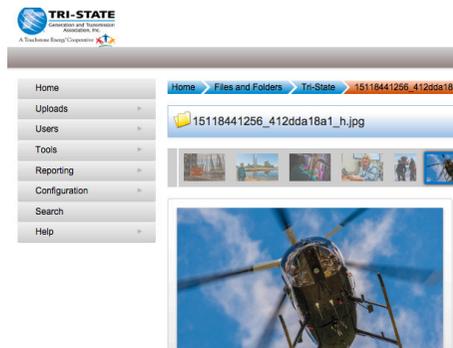
“We’ve also begun to migrate our graphics projects files into our system and the primary formats there are .psd, .ai, .eps, .indd, .pdf and .gif.”

Third Light stood out

“We liked how user-friendly the whole Third Light process was, says Tri-State Senior Business Analyst, BJ McShane. “Uploaded files were easily searched and downloaded.

“One concern we had was in having a company in England host our site – we weren’t sure what the response time and support would be like. Both of these have turned out to be really good. Third Light was also very helpful on the Terms of the contract (dollars vs pounds).

“Third Light has been wonderful in training us and answering our many questions. Our group spent about a year reviewing a number of true DAM systems and decided to go with Third Light. Now I can’t believe how long we struggled with that other system.”



“

Third Light was perfect for us. We initially wanted it for our huge photo library, but now we use it to backup our various artwork, video and animation files as well.

We love how intuitive the system is. It does everything we need and more, and it’s FAST. We are VERY happy customers.

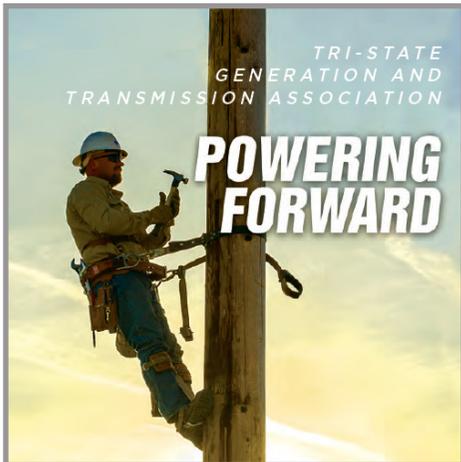
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– Trina Van Patten, Tri-State Graphics Coordinator.



Success With Software → Favourite Functions

“With 44 member systems, having the ability to easily and securely share photos, artwork and videos across our entire membership is fantastic.”



Efficiency in one motion

“It makes my job more efficient to directly move the photos and videos I am producing into the system in one motion, rather than the old system of moving files individually (and making remote backups when I had the time to do it).”

Galleries make searching simple

“I often use Galleries to search for a particular subject at a larger, more easily viewable size, before I even get to the downloading step.”

The good news keeps coming

“We keep finding new ways to use our digital asset library that hadn’t occurred to us when we first requested a new system. We are extremely pleased.”

“Administering hundreds of images has become more streamlined and efficient, leaving more time to get other work done.”

– Lisa Sowell, Tri-State multimedia specialist.

Third Light wishes to thank BJ McShane, Trina Van Patten, and Lisa Sowell at Tri-State Generation and Transmission for their time in providing feedback for this case study. All photos courtesy of Tri-State.

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>