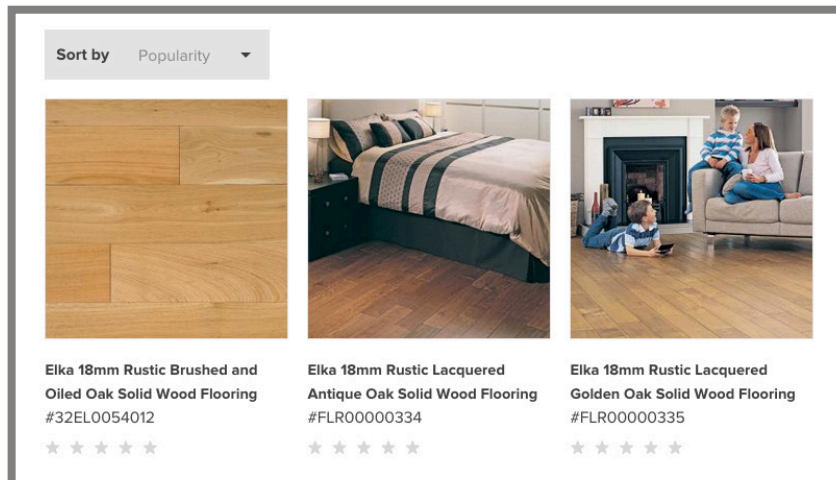# Third Light

Case Study ⬇
Howarth Timber & Building Supplies

Happy birthday Howarth!

The largest privately owned timber company in Britain, 175-year-old Howarth Timber Group is a network of 28 timber and builders' merchant service branches, and a comprehensive source of equipment for building, landscaping, plumbing, heating, electrical, bathroom fittings, windows, floors and doors – everything including the kitchen sink.

Building the online business

In 2013 Howarth embarked on a project to put all of its branches, services, and products online – with live stock availability, live prices, detailed product specs, and in-depth advice and information for customers. The project would radically change Howarth's online business model, and require the coordination of 27,000 digital assets.

Sort by	Popularity ▾

Elka 18mm Rustic Brushed and Oiled Oak Solid Wood Flooring
#32EL0054012
☆☆☆☆☆

Elka 18mm Rustic Lacquered Antique Oak Solid Wood Flooring
#FLR00000334
☆☆☆☆☆

Elka 18mm Rustic Lacquered Golden Oak Solid Wood Flooring
#FLR00000335
☆☆☆☆☆

175 CELEBRATING 175 YEARS OF QUALITY & VALUE

" Before Third Light, all of our assets were stored on individual computers. The images were everywhere …

Third Light was recommended to us as the right platform for bringing all of our assets into one place. We did our research and trialled some other products, but it was clear from the start that the Third Light software was the easiest to use.

Third Light

Supplying Solutions ➡ Third Light At Work

Howarth Timber employed Third Light software to manage its website assets. The project goal? To increase monthly web visitors from 30,000 to 60,000.

Third Light just 'fit' the website

"We wanted a browser framework that would connect directly to our new website. None of our assets are stored on the website itself; they are all handled directly through the Third Light software. It makes the website faster, and our work quicker."

Centralisation = savings

"With Third Light in place, we don't have to speak to 10 different people to find one image. It's enormously helpful and saves a lot of time, which means saving money."

Control stays where it should

"The Third Light feature I've found most useful is the ability to create users who can only access certain things – if they only have access to high res-images, there's no worry about low-res files going to print."

It works straight out of the box

"We completed our web project with no more training than our initial Third Light demonstration. There is lots of Help available for using the software – almost too much! – but we simply didn't need it."

HOWARTH TIMBER & BUILDING SUPPLIES
much more than just timber

"
As the middle-man (woman) for our website, it's been my role to liaise with our web developers – a UK creative agency called Turn Key.

It was their first time using the Third Light software as well, and they were really impressed with how easy it was to link up to the new website.
"

– Rebecca Galyer
  Online Manager, Howarth Timber & Building Supplies.

Third Light

Successful Integration → The Road Ahead

"It's nice when you put so much work into something that you actually get the results you need."

System is key to reaching targets

"We're hoping to register 1500 new users of our online service per quarter, and we're already well on target for that. Third Light was exactly what we needed to get the website complete and running. Now we can manage and update the assets on a rolling basis."

Software that streamlines

"Howarth's new website has completely changed the relationship we have with our customers, and the Third Light platform has changed the way we work with our assets. In future, we hope to give our suppliers user access to the library so they can upload their own product images and logos – making our work easier still."

" We've only just scratched the surface of what the software can do, but I'd recommend it to anyone. It was exactly right for our website, which is already doing really well.

We now have 27,000 assets on the Third Light system, with 23,000 impressions, 5 users and 4 administrators … and we're only now starting to play around with its tools and features. "

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