



HISTORICIMAGES

About Historic Images

www.historicimages.com
30 Employees
Founded in 2009

Historic Images helps capture, convert and organize prints, photos and negatives.

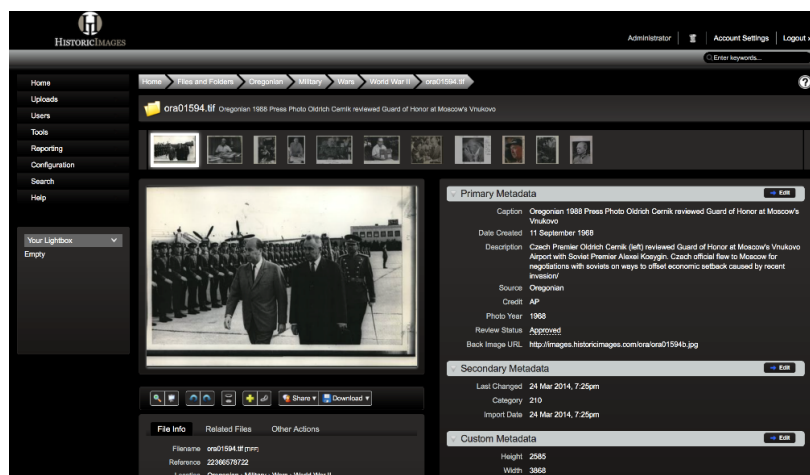
Over 500K images stored in Third Light with plans to store over 1.5M.

Historic Images helps newspaper organizations digitize their photographic collections for the online, digital world. To do this, they need a platform that allows them to collaborate with their customers as they go through the process of scanning and attaching metadata to the original photographs. Following a 2-month evaluation of six Digital Asset Management Systems, they chose Third Light Intelligent Media Server (IMS), Enterprise Edition.

Eric Newsome Co-Founder of Historic Images comments on their choice:

“Our needs for a DAM are perhaps a bit unique compared to other organizations. We have one asset type to manage, that being high-resolution TIFF images of scanned photographs. Our files average 45MB a piece, and we currently house 17 TB whilst adding an additional 2 to 3TB per month.

Our preference was to have something browser-based, because we do not have the staff and resources to support a software deployment within multiple customer environments. We also needed a very robust enterprise-grade platform due to the size of our libraries, which now number in the millions of individual photographs. We needed an extensible platform that would allow us to use existing proprietary software, which we could tightly integrate.”



Historic Images branded Third Light IMS site

Workflow that delivers better results

Historic Images’ collections were formerly stored on a file server, simply organized in folders. They now have a truly organized view of their work, complete with advanced search capabilities and the ability to use Smart Folders that help them create and retrieve their images more efficiently.



Newsome explains how these advantages deliver benefit to Historic Images' clients:

"We have a true cross-platform collaboration tool that allows us to store and curate our customers' collections for them, and they now have access from anywhere in the world to view and utilize their images for continued publication. Even though we remain a small company, our customers are impressed by the level of sophistication presented by our DAM as they work with their catalogues of images."

Customised to save time and accelerate business

Historic Images has used the Third Light IMS API system to automate the process of tagging their images with metadata, saving thousands of dollars per year. The process is easy and accurate, and using the API, Historic Images has even automated the connectivity between their Third Light IMS and image editing software. This was only possible thanks to the flexibility of the API.

Working in collaboration with clients

Historic Images offer clients access to the Third Light system so that they can see their collection of scanned photographs as soon as they are processed. They are able to search their catalogue of images quickly and easily. The added features of the download process, such as cropping and changing resolution add additional value for clients as they can immediately prepare images for print or online production.

Favourite features

We asked Eric for his 3 favourite IMS features. He let us know his choices, as follows:

1. **Fileserver access.** *We use this module to work with images directly within our editing suites such as Photoshop. It gives our staff the ability to navigate and work with files just as they would with local images.*

2. **API functionality.** *We use a propriety metadata editing platform, and while Third Light could by all accounts be used directly to input data, we had already built a software and contractor ecosystem that had been in use for over 3 years. Because of that familiarity, we chose to integrate the 2 platforms and let them run in tandem. The APIs in Third Light gave our developers the tools needed to build the bridge between the two systems.*



3. **Backup engine.** Because we are a small organization with limited IT resources, developing a solution to mirror our data in 2 places would have proven to be quite a challenge. Because we gave our customers assurances that their data was safe, we wanted a solution that would allow us to have a redundant backup server. Third Light's server backup/sync tools allowed us to easily bring a second server online and the software took it from there, giving us the peace of mind that we were no longer exposed to a single point of failure.

DAM buying advice

We asked Eric for any advice that he would give to companies considering implementing a Digital Asset Management System. His advice was as follows:

"Gain as much internal buy-in pre-implementation as you can. DAMs possess an inherent driver towards collaboration, but people need to know about the system, its benefits to them personally in achieving their goals, and the overall vision and benefits for the company so that, once implemented, people are comfortable using the system.

Also, devote adequate time and resources for training. Software in today's era seems so intuitive and natural in many ways, but every person adapts to new technology in different ways so plan the rollout with end-user training as a priority.

We decided we needed an on-premise solution for performance reasons and due to our storage requirements. Third Light allowed us to deploy a primary server onsite, and use a cloud-based backup server for fault tolerance and redundancy. This provided a nice balance of user experience and economics. "

Working with Third Light

During the time that Historic Images have been working with Third Light, they have had some questions and have contacted our support team. Eric wanted to share the following comment regarding his experience.

"The customer support we receive from Third Light is exceptional. They are always timely with responses, and have yet to leave a question unanswered. This gives us the ability to troubleshoot or provide guidance to our end-user customers expeditiously."

