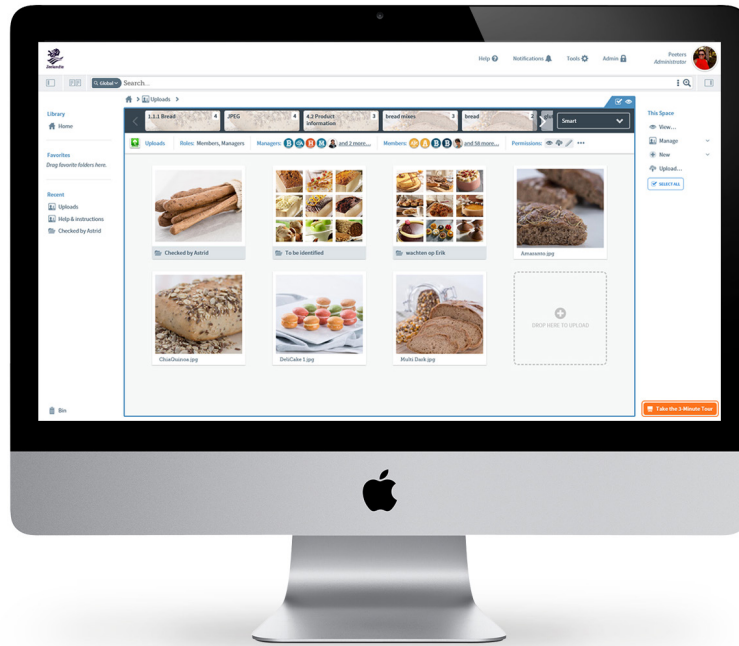# Zeelandia reports 'absolutely positive' after successful migration to Chorus

Founded in 1900 by the Dutch Doeleman family and still headquartered in Zierikzee, The Netherlands, Zeelandia has become a global player in the bakery ingredients business. Today, with operations in over 30 countries and sales in about 100 countries, more than 3,000 employees worldwide are dedicated to developing products that are tailored to local tastes and needs. Natasja Peeters, Management Assistant - Corporate Marketing and Communication – explains how they've been managing their marketing media over the years, and why they've recently migrated to Third Light's new media library, Chorus.

SHARING MEDIA WORLDWIDE

Zeelandia's team have been using Third Light's media library software since 2009. As a global company with employees in many regions, having a central place to store product images so they can be easily shared with all colleagues throughout the world is essential.
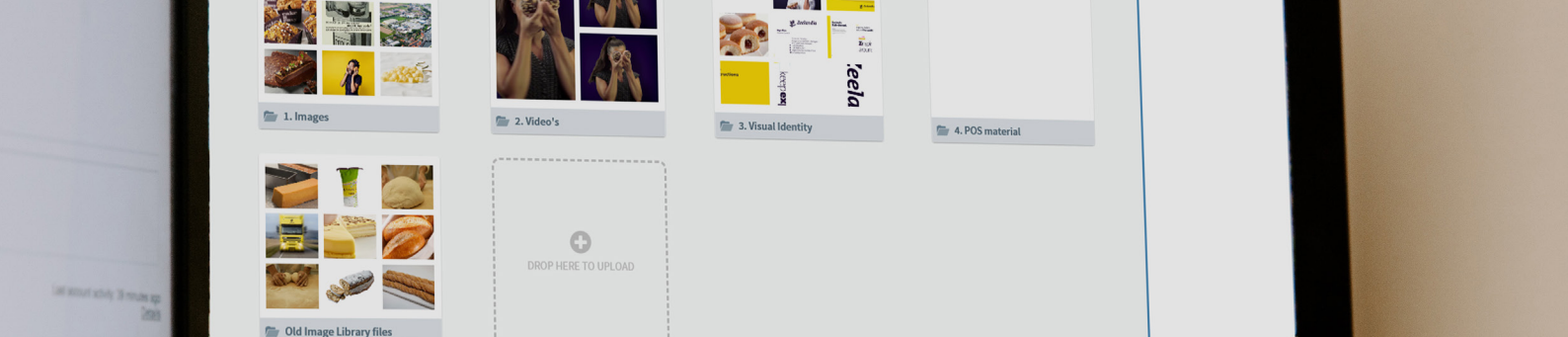
Natasja comments:

> **Third Light has always been a reliable system that we can trust. We can store all of our images in one place and people can access them and use them from anywhere. So, when the time came to look for a new DAM system that would offer us a more comprehensive media management solution, we were of course interested in exploring Third Light's new media library, Chorus."**

SOPHISTICATED SEARCH ENGINE POWERS INTUITIVE, SIMPLE SEARCH AND FIND

Chorus is Third Light's new digital media library. It effectively mirrors the way teams work, improving collaboration and allowing them to customize it depending on their requirements. It's fast, extremely user-friendly and has been designed to offer the most sophisticated search tools that are at the same time incredibly simple to use.

Danny Smith, Account Manager at Third Light explains:
"With Chorus the possibilities are almost endless and the look and feel is outstanding. Quite simply you organize your system in a modern, drag-and-drop interface, using spaces. These spaces mirror your departments and project teams and in them you can upload, download, search, tag and share using a whole host of amazing features. We've introduced new tools that have been designed to help you get daily jobs done in a fraction of the time and automate tasks where possible."

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MIGRATION MADE EASY

Migrating from one system to another can often throw up complexities, and customers often have concerns about moving to a new system, retraining employees, transferring data effectively from one system to another and data security during and after the migration. However, moving from one system to another with the same customer support team is inevitably more straightforward and the Third Light team were more than prepared to help Zeelandia every step of the way, working side-by-side with their internal IT department to make sure everything ran smoothly.

Natasja adds:

> *I've always had a lot of confidence in Third Light's customer service and support. They did a lot of preparation in advance and worked really closely with our IT team to make sure the whole migration process was very easy for me.*

She continues:
"The support team also helped us to set up the system which was extremely useful, and then showed us how to set up the authentication module which saved huge amounts of administrative time and effort. The authentication module basically meant that instead of having to manually create sign-ins and assign permissions, they could simply use their existing Zeelandia details already set in our existing management systems. Danny stayed in close contact with me all the time, so I knew he was always on hand if I needed him.

The feedback so far has all been absolutely positive. Chorus really is very intuitive and easy to use but I've also been watching the training webinars which are really useful and interesting, and I'm still discovering useful new features every day!"

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Third Light is a next-generation digital media library that empowers brands and organisations worldwide to manage all media files in one place. Powerful, intuitive and secure, Third Light has been designed with simplicity at the very heart of its functionality, using the latest technology for teams to organise, tag, find, share, edit and download all digital files quickly, easily and securely.

Over 500 customers worldwide, including NATO, BAFTA, The Met Office and AS Roma use Third Light to help them manage, store, share and distribute digital files more effectively. Visit www.thirdlight.com/trial for a 30-day free trial or just ask@thirdlight.com to request a demo.

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01223 475674	thirdlight.com	ask@thirdlight.com	7330 Cambridge Research Park, Waterbeach, Cambridgeshire, CB25 9TN	@3rdlight	linkedin.com/company/third-light-ltd	youtube.com/thirdlightltd