



Case Study Historic Images

Collaborating with clients

Founded in 2009, Historic Images works with its clients to scan, digitise and organize their print and negative collections. Projects are collaborative; Historic Images partners with customers throughout the process of scanning and attaching metadata to original photographs, negatives and illustrations.

Millions of image assets

Working with newspapers and large media organizations, Historic Images scans thousands of images each week, adding 2 - 3 TB of imagery to its library each month. Before moving to a digital image management system, Historic Images' collections were stored on a file server, simply organized into folders.



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Our Digital Asset Management needs are unique.

We have one asset type to manage: High resolution TIFF images of scanned photographs, averaging 45 MB a piece.

We currently manage just over **1 million assets** with Third Light, and have architected the solution to eventually handle about three times that many.

– Eric Newsome,
Co-founder of Historic Images.



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The Search For DAM → Third Light Under The Spotlight

Looking for smart integration

“Our preference was to have something browser-based, because we don’t have the staff and resources to support a software deployment within multiple customer environments,” says Historic Images Co-founder, Eric Newsome.

“We needed a very robust, enterprise-grade platform due to the size of our libraries, which now number in the millions of individual photographs. We also needed an extensible platform that would allow us to use existing proprietary software, which we could tightly integrate.”

Following a two-month evaluation of six Digital Asset Management Systems, Historic Images chose the Enterprise Edition of Third Light’s intelligent media server.

“We decided we needed an on-premise solution for performance reasons and due to our storage requirements,” Newsome says.

“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.”



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We compared the solution to two other competitors who offered client-side software, but in the end we found that Third Light had done an incredible job of building everything we needed into the browser.

The system offers fast, responsive queries, even as we’ve grown.

Quite simply, it does everything we need it to do.”

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Integrating Ecosystems → API at Work

Historic Images used the Third Light IMS Application Programming Interface (API) system to automate the process of tagging their images with metadata – saving thousands of dollars every year.

Benefits of API flexibility

“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 three years.

Because of that familiarity, we chose to integrate the two 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.”

Using the API, Historic Images has even automated the connectivity between their Third Light platform and image editing software – thanks to the flexibility of the API.

Sharing made simple

“We’ve used the API to seamlessly integrate Third Light with our proprietary editing software. It has provided us a simple, effective way to share content with our customers and partners.”

“**Again, it’s done everything we need very well.**”



Stand-out Features

Backup gives peace of mind

“Because we are a small organization with limited IT resources, developing a solution to mirror our data in two places could 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.”

Clients are impressed

“In Third Light we have a true cross-platform collaboration tool that allows us to store and curate our customers’ collections for them. They now have access to their files from anywhere in the world, and can 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.”



Success With Software → User Advice

Good digital asset management is about helping people achieve their personal goals, Newsome says.



Tip # 1: Get buy-in first

“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.”

Tip # 2: Invest in the training

“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.”

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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“ The support is world class.

In all of the dealings I’ve had with various software vendors in over 20 years in IT, I’ve never experienced such thorough and timely support.

Third Light answer questions usually within a day; they understand when our needs are urgent; and oftentimes they have not only helped with the issue at hand but offered proactive guidance on how to avoid same/similar issues in the future. We’ve also offered them feature requests, and have been delighted to see many of these implemented in software updates.

Third Light wishes to thank Eric Newsome for his time in providing feedback for this case study.

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 used.

<https://www.thirdlight.com>