

PressEye focuses on Aetopia's DAM system

Overview

Business Challenge

- Lack of online security
- Tedious online order tracking
- Design features out of date

Solution

- Centralised web-based Digital Asset Management System

Benefits

- All clients have individual secure logins
 - Good design as well as excellent functionality
 - Additional photo sales revenues
 - Potential for future growth and flexibility
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PressEye Photography is one of Ireland's busiest Press and PR Photo Agencies. It covers numerous assignments on a daily basis for a range of clients including PR Agencies, Government Departments, Newspapers and Magazines, as well as a wide selection of local companies and organisations. With photography experience spanning three decades, their team prides itself on providing creative professional photography suitable for a wide range of publications.

Kelvin Boyes, a photographer with over 20 years experience, started PressEye Photography agency in 2007 with a team of six photographers who were recognised as amongst the best in the press and PR industries in Northern Ireland at that time. As the business grew, Kelvin realised a need for a central online system where the various sectors of his customers could access photographs immediately. His newspaper clients needed instant 24/7 access to breaking news photos, whilst the blue chip corporate clients needed to access, view and share images from their events and PR stories.

PressEye needed a single, flexible solution to allow secure access to designated clients as well as the flexibility for them to share chosen events with other users. His 'image-focused' client base wanted cutting edge website design combined with ease of use and robust functionality - and all with minimum downtime. On a limited budget, PressEye selected MediaCore, a Digital Asset Management (DAM) system from Belfast-based software company Aetopia (www.aetopia.com).

Kelvin Boyes, Owner and Photographer, said:

"We wanted clients to access their photos from our website securely and with ease. We wanted to launch our newly designed website in conjunction with the new MediaCore functionality. Aetopia worked alongside our website designer to create an interface that was uniquely PressEye.

The software we were previously using for photo sales was labour intensive and tracking orders was a big problem. MediaCore is very slick and simple, which has meant sales have increased."

“For PressEye to grow, we needed to invest in systems that streamlined our workflow and gave our clients 24/7 access - that’s why we chose Aetopia.”

Kelvin Boyes
PressEye

‘Our clients have zero tolerance for downtime and glitches - Aetopia steps up to the mark. Since launching our site, they have been on hand to address any problems.

Aetopia have predicted the needs of newspapers and small agencies and are one step ahead in design and functionality. Several of our key clients, including the BBC online, Belfast Telegraph, UTV and the Newsletter are daily users of the PressEye website and find the site easy to navigate and use.”

PressEye were impressed with the wide range of functionality available within MediaCore, as well as its flexibility and scalability. A continuing partnership with Aetopia means PressEye can choose to enable additional functionality as the need arises.



Pictured: Aidan McGrath, CEO, Aetopia; Kelvin Boyes, Owner, PressEye

Aetopia was founded in Belfast in 2005. It specialises in supplying Digital Asset Management software to the Publishing, Photographic and Archiving sectors.

It won the N.I. heat of the Intertrade Ireland Seedcorn competition in 2006 and in both 2010 and 2011 it was listed in the Deloitte Fast 50 as one of the fastest growing companies in Ireland.

For more information contact:
Aidan McGrath, Aetopia
aidan.mcgrath@aetopia.com
M +44 7803 008 035

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*ECIT Institute
Queen’s Road
Belfast BT3 9DT
T +44 28 9099 8767
F +44 28 9099 8065
www.aetopia.com
skype: aetopia*

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