



Product Visuals

A case study in how Product Visuals :

- 1) Provided digital asset access to 200 of their clients
- 2) Setup a workflow between their clients and their creative team

Case Study:

Guy Van Den Bosch,
President,
Product Visuals

Website:

www.productvisuals.be/

Industry:

Creative Media

About Product Visuals

Product Visuals creates sensational imagery for their hundreds of clients. As a one-stop-shop studio they offer all services under one roof. From photography, 'motion', montage, 3D rendering, retouching and postproduction to a fully-equipped drive-in studio, production management and an online image database (DBGallery).

Product Visual's clients, being large multi-national and 'Fortune Global 500'-companies, have requirements which demand the finest imagery that the best creative minds and the modern technology can deliver. To help make that happen they required a smooth and efficient approval workflow between their clients and the creative team during the process of producing those world-class digital assets. Once these creative digital works are completed, clients required constant online access to their many digital assets.

DBGallery Delivered

1) An online image database, placing all assets at the fingertips of their internal creative team and their clients.

2) Beyond this, DBGallery provided an efficient workflow between team and client, eliminating a significant number of meetings and cutting overall project timelines.

Rating

Ease of Use



Customer Service



Features



Value for Money



"After just 5 months it feels like we've been working with DBGallery support for years." – Guy Van Den Bosch, President, Product Visuals

Customer support is critical for digital asset management systems, especially when Product Visuals' clients demand perfection.



200: # of companies Product Visuals provides services to.



85,000 Digital Assets in DBGallery



3.5TB in Digital Asset Storage

Online Image Database: Digital Asset Availability

The first benefit to Product Visuals that DBGallery delivered was their clients ability to login to access their creative files at any time. This was a priority requirement for their new DAM system: make their completed digital assets easily available online, with each client having access to only their specific works. Liking how it works, many clients leave their assets on DBGallery rather than moving them to their own systems because they know digital assets will always be there when needed.



Figure 1: One of the completed works by Product Visuals' creative team.

Solution: **On-Premise DBGallery**

Client Since: **May 2020**

The Workflow: Digital Efficiency

After having DBGallery in production, it became obvious that a competitive advantage would be to have an efficient workflow to save time of their clients and the creative team. Setting up meetings can involve many individuals and be time consuming to arrange. Using DBGallery, the following is Product Visuals' workflow that greatly improved the review and approval process between their clients and internal creative team.

An automated flow between client and creative team:

The Client

The client's folder within DBGallery has a file dropped when the creative team completed a draft of the requested work. A workflow status of "Ready for Client Review" is set. The client automatic receives an email notification in their inbox. Excited that the first iteration is ready, the client jumps onto DBGallery. The video captures the essence of their requirements, but a few frames could use touch-ups, those only the client would have the knowledge to suggest. The works' status is set to "Adjustments Requested".

1

The Creative Team

The creative team is instantly notified of the updated status.

Clicking the frame link next to each comment, they see what the client suggests and get to work on the suggestions they know will make stunning polishes to their draft.

Back at the Client

The effort takes a few days given the production complexity but when the client sees the "Ready for Client Review" again they excitedly log back into DBGallery to review the latest. **It's a hit and gets approved!**

3

The final version is shared to with the client's downstream marketing team who have been eagerly awaiting this email. They can finally show off the visual of the engineering team's breakthrough work.

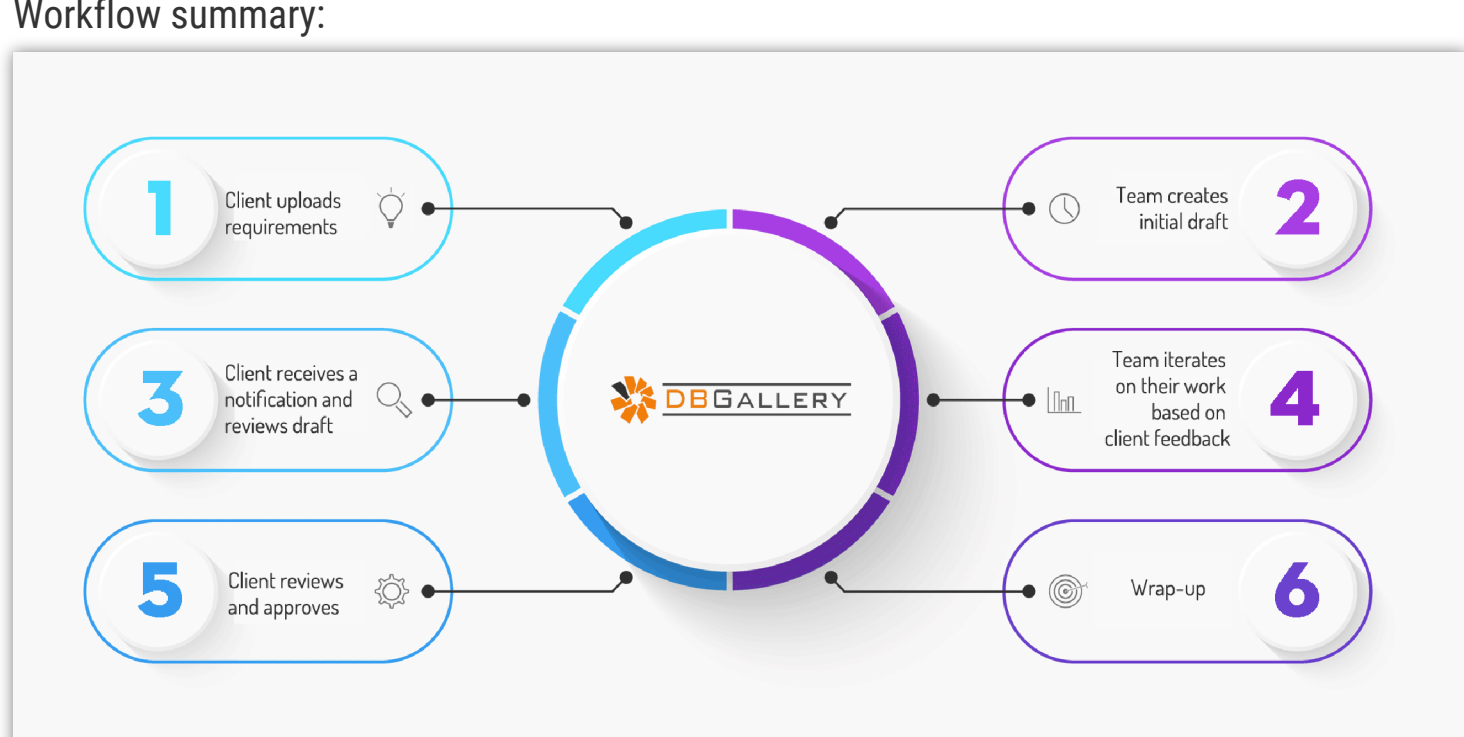
Back at Product Visuals

"Approved!" was a status notification the creative team had their hopes up for.

Time to celebrate!

4

Workflow summary:



Conclusion

1

Product Visuals provides their clients with always-available online access to their digital assets.

2

An efficient and effective workflow review process setup, saving time of their client and the creative team.

Extra

While the above 2 were primary goals, Product Visuals also has an excellent digital asset management system for internal use, where any asset for any client can be retrieved at any time.