



Case Study

How the International Fund for Agriculture Development (IFAD) use Asset Bank to share important assets with colleagues and partners all around the world

Introduction



The International Fund for Agricultural Development (IFAD) work with rural people in developing areas enabling them to grow and sell more food, increase their incomes and determine the direction of their own lives.

Agriculture is a proven solution for poverty reduction and IFAD's work is essential in maintaining and improving the communities in some of the world's poorest countries. The use of images highlights their cause and provides content for partners who support their work.



The Challenge

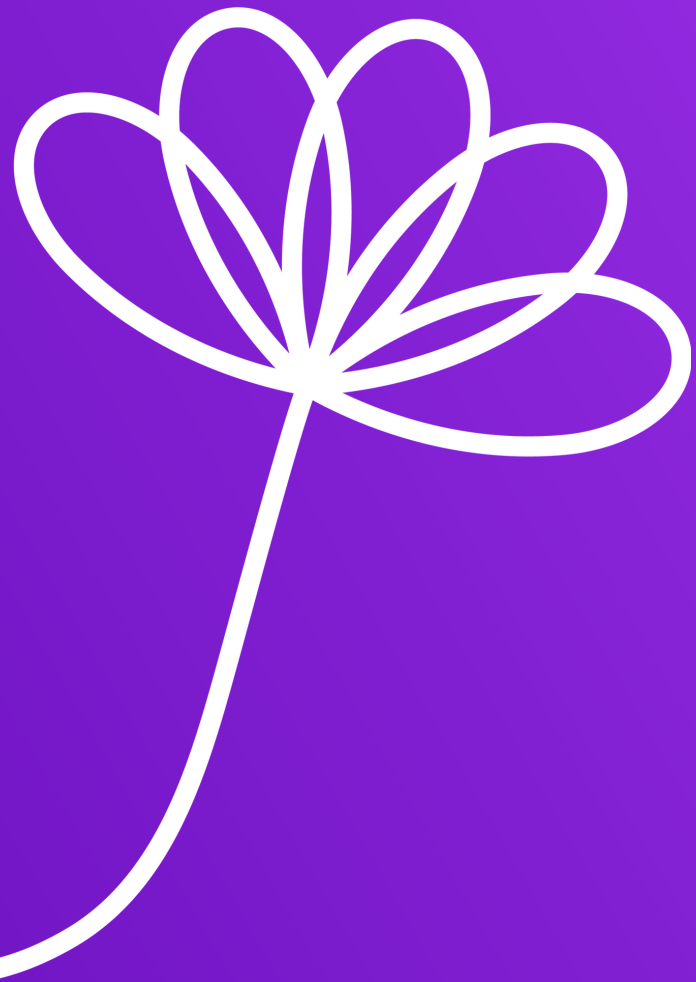


Before Asset Bank, IFAD's used an internal image bank. It was the last in a long line of steps needed to make the transition from an analogue to a digital photo library. They had an online archive but didn't have a way of storing high-resolution images together with their data and thumbnails.

When internal and external clients requested images by email, the IFAD image management team would literally have to take the CDs off the shelf and upload them to an FTP site. They also needed to give instant access to their internal and external graphic designers who were also using CDs. Lastly, IFAD needed a way to easily share images with colleagues and global development partners all over the world.



Why Asset Bank?



IFAD did in-depth research on the best way to develop an image bank. They reviewed what their partner UN organisations were using as well the top photo agencies in the industry.

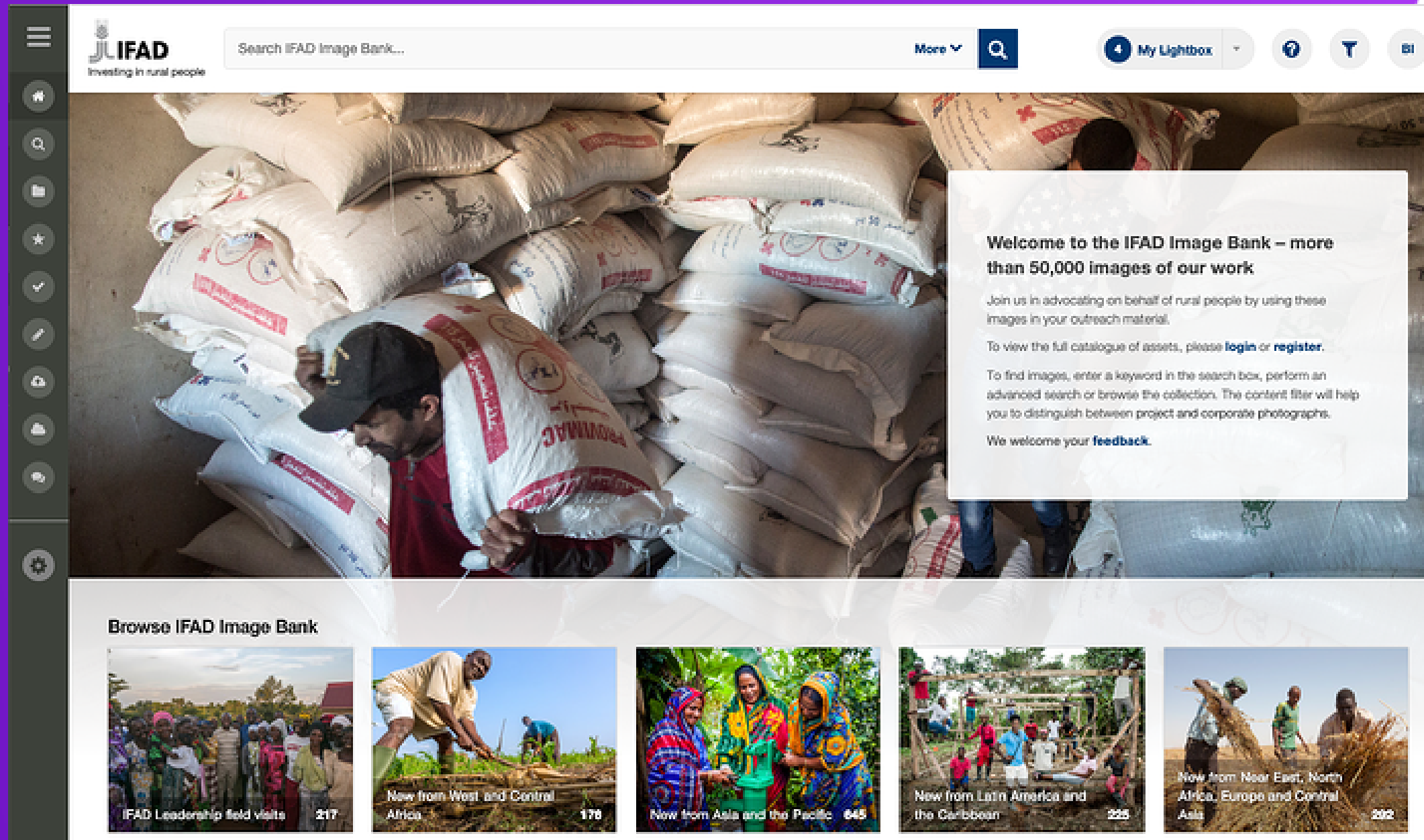
After deciding that they needed to use a specialist Digital Asset Management (DAM) system, they searched the market and ultimately decided that Asset Bank was the vendor that came closest to their needs. We offered a reasonable price and were able to host on the cloud to keep costs down. After a few development requests, an Asset Bank was designed to suit their needs and was installed in late 2010.



The results

IFAD has been live with their Asset Bank bank for over ten years.

Since installation, they've added photo essay functionality, customised the ecard feature and incorporated the Facebook like feature. They added some enhanced reporting functions and created a FAQ section for user support. Most importantly, they were able to kiss goodbye to using CDs!



Client feedback



"Asset Bank is the best low-cost option on the market...overall it serves the purpose that we need it to serve. It is very intuitive and has a lot of great features that make our work easier."

Susan Beccio, Photo Editor



Contact

Our mission is to make your workday more inspiring and productive so to discuss the impact that Digital Asset Management could have on your organisation, contact us on +44 (0)1273 923153 or at info@assetbank.co.uk

If you're an existing Bright client and would like to discuss getting the most out of Asset Bank or any of our DAM products, please contact our team at support@assetbank.co.uk

For further information about how Bright can help to transform your digital assets strategy, visit us at www.builtbybright.com



"Working with Stewart in the support team was great. He really helped get the best out of the consultancy package identifying areas for continual improvement and managing a lot of the more challenging technical aspects."

"We have been using Asset Bank for a number of years now and have just benefitted from the Healthcheck package, upgrade and refresh of the latest features. This process has only enhanced what is already a great product and resource for storing, archiving and sharing valuable assets across a large international organization."

"Aesthetically it looks great and really showcases photography while the functionality affords many options to configure Asset Bank to your bespoke needs in terms of structure and organizing assets."

International Planned Parenthood Federation