

BB Printing uses Extensis Portfolio Server

Company Profile:

BB Printing is a UK-based commercial printer, owned by Palmer and Harvey McLane Ltd, one of the UK's leading national retail companies, whose blue chip client base includes CCS (Coca Cola) and Masterfoods (Mars) amongst others. BB Printing operates as a stand alone commercial print company serving the needs of Palmer and Harvey and other external clients.

Industry:

Commercial Printing (Sheet Fed / Digital / Large Format)

Project Goals:

- To enable easy, user-friendly search and find access to clients files
- To prevent the use of incorrect files

Solution Implemented:

- Portfolio Server
- Apple Xserve
- Apple Xserve RAID

Overview

In January 2008 BB Printing identified the need for a centralised cataloguing solution that better managed their client's extensive image libraries, as well as the InDesign and QuarkXPress files produced by their internal design department. Traditionally BBP stored their client's files on CD's, which was an adequate storage facility when there were only a small amount; however when the number of CD's increased to thousands, searching for files turned into a nightmare. It was a long and tedious process and the designers found themselves wasting increasing amounts of time. There were also issues when files were updated as it was nearly impossible to keep track of the latest version.

Challenge

- Implement an easily searchable digital asset management solution that stores files and images in one central location
- Enable a cataloguing process which prevents the use of out of date files and images
- Ensure that the solution is compatible with InDesign and QuarkXPress files

Solution

BB Printing approached Solutions Inc.; Apple Premium Reseller, for assistance in finding an appropriate product for their needs. Solutions Inc. were subsequently contracted to supply, install and configure Portfolio Server on an Apple Xserve with a fibre attached Apple Xserve RAID offering large capacity, robust data storage.

Since the installation of Portfolio Server, BB Printing's design department has seen a dramatic decrease in the amount of time they spend searching for files and images. The installation of Portfolio has effectively removed a job for the design department, as designers now search for images when they are required and simply drag and drop them into documents; previously designers had to find all the required images before they could even start a design job. BB Printing is now regularly asked to supply images to internal areas of Palmer and Harvey and other external companies. This would have been almost impossible with the old image management system, as a result of the time it took to search for images.

BB Printing has also found that the facility to add metadata and keywords in Portfolio prevents the use of out of date files, which was a problem when files were simply stored on CD's.

Results

- A digital asset management system that is easily searchable and accessible to the design department
- A more efficient and effective workflow
- Improved quality of work due to the effective management of updated files

“The visual representation which is available through Portfolio’s previews makes the searching process far more efficient. We no longer have to dread searching through CD after CD, hunting for the correct file”. Seth Growney, Designer

“We were very pleased with the professional manner in which Solutions inc. managed the project and carried out the installation. We have found the system to be extremely stable and ultimately we are now able to send proofs out to our clients in less time due to the time and effort Portfolio saves us”. Paul Marsh, BB Printing, Studio / Pre-Press Manager

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