

# GLOBALedit® Brings Nationwide Retailer's Creative Team, Vendors And Partners Together For High-Speed Collaboration

## NEW YORK & COMPANY

*"GLOBALedit has been a huge help for our retail marketing team. We're constantly collaborating with our creative vendors, which involves sending and receiving large, high-resolution files. We've been able to dramatically reduce the number of DVDs and drives that we ship and can deliver and receive files at high speed. Our work in progress and historical assets are now centralized and available to us at all times."*

**Bret Moore, Director of Print Production, New York & Company**

### Background

New York & Company is a nationwide specialty retailer of fashionable, attractively priced women's apparel and accessories. From their wear-to-work collection to their casual collection, to proportion-cut pants in Petite, Average and Tall, to denim, jewelry, accessories, and even City Beauty, their new bath and body collection, New York & Company stores and nyandcompany.com always offer what's in style and within reach. Their brand positioning, unique shopping experience and focused merchandising strategy have created tremendous brand awareness, while increasing customer loyalty. New York & Company is rapidly becoming synonymous with modern, sexy style.

New York & Company's small creative team manages large seasonal photo shoots from capture to print and web requiring quick turnaround.

### The Challenge

- Expensive cost of shipping CD/DVDs and Drives back and forth from photo-studios and retouchers. FTP not a viable solution since materials are time sensitive and FTP is slow and greatly unreliable.
- Managing multiple image library locations and wasting valuable time searching through drives for images.
- Confusion and frustration in finding the correct retouched file versions for distribution to printers.
- Growing cost and complexity of managing storage and backup needs.

### The Solution

- GLOBALedit® Hosted Account to organize and manage growing photo library and provide access to creative and traffic team.
- GLOBALvault™ Account for long-term tape archive of valuable assets.
- Lightning boxes allow New York & Company users to send entire high-resolution image collections to vendors for single click downloads; distributions often larger than 10 GB in size.
- Rights Manager and user permissions ensure vendors and partners only access approved content.

### The Result

- Greatly decreased production time from photo submission to retouching rounds and final print-ready deliverables all at high speed.
- Eliminated the need for costly burning and shipping of disposable media from the entire workflow.
- Maintaining full image control and security over assets while tracking system usage and generating detailed reports.

### GLOBALedit® Photo Collaboration

An online photo collaboration and image management system that connects creative production groups

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