

GLOBALedit® Helps Victoria's Secret Manage And Distribute Terabytes of Very Sexy Images



VICTORIA'S SECRET

"Our images are the foundation of our brand. Maintaining the Victoria's Secret brand requires a powerful, flexible system to catalog images, connect our various organizations and drive more efficient workflows."

BJ Gray, AVP Marketing Operations, Victoria's Secret Stores

Background

Victoria's Secret, a company of Limited Brands, is the largest specialty retailer of lingerie and beauty products. The company dominates its markets with modern, fashion-inspired collections, prestige fragrances and cosmetics, celebrated supermodels and famous runway shows.

The Marketing Operations group of Victoria's Secret Stores kept all of their high-resolution files on hard drives and DVDs throughout their facilities and many assets were housed with vendors on proprietary asset management systems. Because of this, finding and retrieving images from previous shoots and campaigns was difficult, inefficient and costly.

The Challenge

- Catalog and archive 8 Terabytes of existing photo shoots and campaign visuals.
- Securely connect retouching and print vendors in locations around the world.
- Enable worldwide, high-speed electronic distribution of high-resolution files.
- Provide a customized metadata framework based on XMP.
- Archive and secure the existing image files and provide secure access for Victoria's Secret marketing staff.
- Extend the existing system functionality to enable extended access control, reporting and transfer features to take the workflow to the next level.

The Solution

- The GLOBALedit® team flew to Columbus to catalog and transfer content to Terabytes of portable storage clusters.
- The VS library was archived to onsite and offsite tape libraries and four years of production visuals were uploaded to GLOBALedit®.
- All XMP metadata were extended to control access to high-resolution files based on user roles and image rights.
- Aspera™ fasp high-speed file transport was fully integrated for the secure distribution of multi-Gigabyte files to retouching and print vendors.
- For the first time Victoria's Secret marketing staff were able to browse and search their image library from any location using a standard web browser.

The Results

- Hundreds of Gigabytes flow through the system monthly, connecting marketing operations, retouching and print vendors throughout the country.
- Victoria's Secret staff is able to quickly find and share images.
- Authorized staff are able to control user permissions and access levels, expire image access and approve or deny usage requests directly from the VS GLOBALedit® system.
- As the VS metadata schema evolves and expands, users will have increasingly granular access to the rapidly expanding content library.

GLOBALedit® Photo Collaboration

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

Please contact us for more information
www.globaledit.com www.industrialcolorsoftware.com support@globaledit.com
NY 32 Avenue of the Americas, 22nd Flr, New York, NY 10013 P(212) 334.3353
LA 10121 Jefferson Boulevard, Culver City, CA 90232 P(213) 892.8187

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