



PRINT & DIGITAL

PRODUCTION SERVICES

at a glance

Image Processing

Giving e-Life to content over the past two decades.

CLIENT

Major Japanese retail apparel chain looking for a secure production environment to deliver bulk volumes of digital images in an extremely quick turnaround time.

SITUATION:

Major retail chain in Asia Pacific needed fast turnaround time and volume digital image production for their web storefront. Their photographers based in various geographic locations would shoot photographs for new retail garments and accessories. They would complete shooting the images by 4 PM Japan time and would need these images processed by midnight. Moreover the quantities needed were 800 to 1200 images per day.

PROCESS

Images were downloaded from client FTP. Reality Premedia Services wrote custom workflow software to be able to assign the images to the team and route the same automatically to various workrooms. The team members would be able to see and work on their jobs and assign the same for QC and upload. This is a part desktop and part cloud based solution that gave instant visibility to all stakeholders as to the progress of the jobs as they happened live. This allowed to estimate the resources to complete the work and allocate more when required.

Expected Turn around Time (TAT)

Receiving Quantity	Time	Delivery Quantity	Time
1st lot of 400 to 600 images	14:00 (IST)	1st lot of 400 to 600 images	6:00 (IST)
2nd lot of 400 to 600 images	20:00 (JST) 16:30 (IST)	2nd lot of 400+ images	13:30 (JST) 10:00(IST)

The Work Flow

Products

Godown in client site

Inspection

Product Photographs

Role of Reality Premedia Services

Image trimming

Upload to Client site

Key Benefits to the publisher:

- Custom workflow software designed to ensure on-time production and delivery
- Close to 7 Million images processed over the past 2 years
- Transparent reporting and monitoring systems for 24/7 client review
- 100% business continuity guaranteed due to the presence of backup facility in Belapur, Mumbai
- Less than 0.05% rejects or reworks
- 2 Levels of Quality Checks