

**New release of the *Photo-order* on-line web album, print ordering & workflow management system for photographic laboratories and their customers.**

January 2003 sees the launch of ***Photo Order Enterprise***, an on-line web album, print ordering & workflow management system for photographic laboratories and their customers.

“Our ***Photo Order Enterprise*** system is much more than just a web album utility”, explains Brian Cooke, Managing Director of Digital Asset Solutions’, who provide the system. “We believe it is primarily about building customer relationships between laboratories and photographers, and between photographers and their customers. By utilising the latest that digital has to offer, while retaining the best from conventional film, the system offers a whole range of new benefits designed to drive additional work through the laboratory, while generating more profit for the photographer.

We have tried to make ***Photo Order Enterprise*** as open and flexible as possible. The whole system is based on the Internet, so all that any user requires is a connection to the web and simple browser software. There is no requirement to run propriety software, Macs can be used just the same as PCs and it offers just about the same benefits to photographers still using film, as it does digital.”

***Photo Order Enterprise*** is a development of DAS’s ***Photo-order*** e-commerce system, which has been tried and tested for over three years by the central London laboratory Visualeyes Imaging Services. With the new release, ***Photo Order*** will be available to all professional laboratories and digital labs in the ***Enterprise*** version.

***Photo Order Enterprise*** is made up of four modules. The ***Internet Order Module*** gives photographers the ability to offer their customers on-line web albums and photo sales, with secure e-commerce payment. The laboratory takes the payment, produces the prints and mails them direct to the customer, which releases the photographer from the administration of the orders, while increasing their sales opportunities.

Image owners use the ***Back Office Module*** to make on-line credit account orders direct to their laboratory, for images that are on the system. While these users will be predominantly photographers, the system will be of benefit to any image owner that is a customer of the laboratory, be they businesses, public relations consultants, newspapers, picture libraries etc. Use of the ***Back Office Module*** will speed up the whole order process and allow the photographer to benefit from the on-line capabilities of the system, such as Job Tracking.

For that last minute rush job, the ***Print Reorder Module*** allows users to send files direct to the laboratory, with an order attached, for images that are not on the system.

An optional fourth module, offers on-line ***Workflow Management*** for the laboratory and ***Job Tracking*** for photographers and their customers. This will provide image owners and their customers with instant information about the progress of their job, without tying up laboratory admin staff.

For the photographer to organise their images, there are unlimited levels of category available, which can be arranged and labelled as required. This will allow an image owner to sell any kind of image and organise them in any way they want, opening up the possibility to sell archive and special interest pictures on-line, as well as current commissions.

The appearance of the system, which is entered from a photographer’s own web site, can be changed right down to the lowest level of category. To make this possible the image owner has control over background image or colour, banner image, colour of the text and the way thumbnails are displayed. This way the photographer can have a common look for their whole site, different looks for different categories of work, and even, a different look for every job.

Through the **Photo Order Enterprise** system a laboratory can offer their customers unlimited print sizes, quantities with any price break, and service times. This will allow for a range of laboratory services that have different service times and pricing combinations. Any of these standard combinations can be overwritten by special deals, which can be applied right down to a single picture.

In turn, photographers can offer their Internet sales customers any of the print sizes, quantities and service times offered to them by the laboratory. They can sell these by secure e-commerce transactions for cash sales, or through a normal credit account, for businesses. Photographers also have full control over the retail price of their pictures, again, right down to a single image. This means they can sell individually priced 'art' images as well as commercial and social photography.

Photographers still using laboratories to process and scan film can leave them to up-load the images to the **Photo Order Enterprise** system, while a photographer using a digital camera has the opportunity to immediately upload the images themselves from, for example, a laptop computer in the field or from their base. In each case, the rapid access to images for customers using the Internet provides a dynamic print delivery system that will drive extra work through the laboratory while delivering more profit to the photographer.

Colin Russell, Digital Asset Solutions' Systems Development Manager explained how DAS provides the service. "While the software is for sale, our preferred option is to make the **Photo Order Enterprise** system available to laboratories as self-contained systems, provided and maintained by DAS, on our own Internet server. Using this Application Service Provider (ASP) model, laboratories can be 'up and running' in days, without making the high capital investment necessary to design and run sophisticated systems themselves. This means they can immediately add value to their own business by benefiting from the 'pay as you go' ASP model, provided by DAS."

In turn, the laboratory makes the system available to their customers in any way they wish. For example, they can charge for the service, or use it as a marketing tool in their customer relationship building.

Brian Cooke concluded, "The photographic industry is currently in the middle of a fundamental change to its market, so laboratories and photographers need all the help they can get to survive in this challenging environment. We believe our **Photo Order Enterprise** system provides the tools to do just that."

Contact Brian Cooke or Colin Russell at **Digital Asset Solutions** on Tel. 01642 384573, info@das.uk.net or log onto [www.das.uk.net](http://www.das.uk.net) for more information.