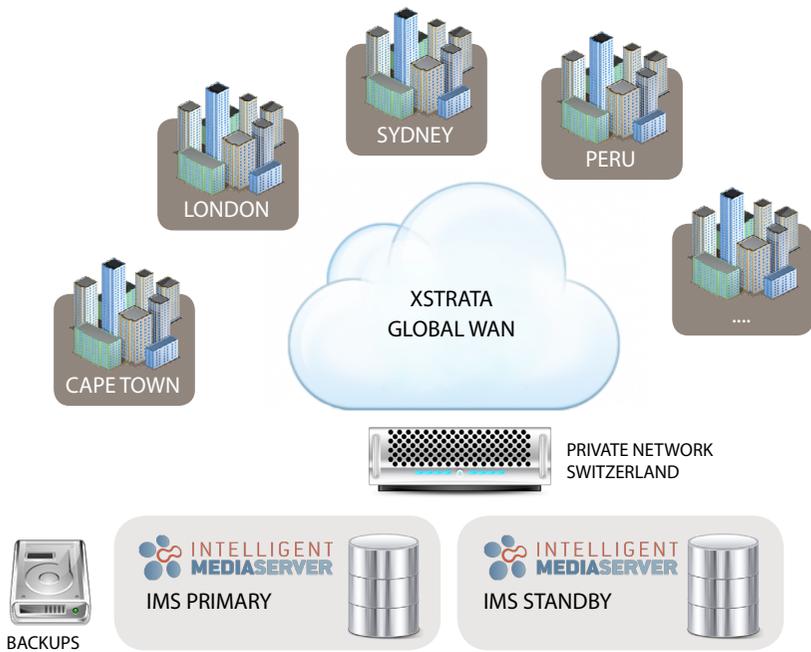# Third Light

Case Study
Xstrata

Overview:

Xstrata use Third Light's IMS as a world-wide marketing media library, used by staff and suppliers across four continents.
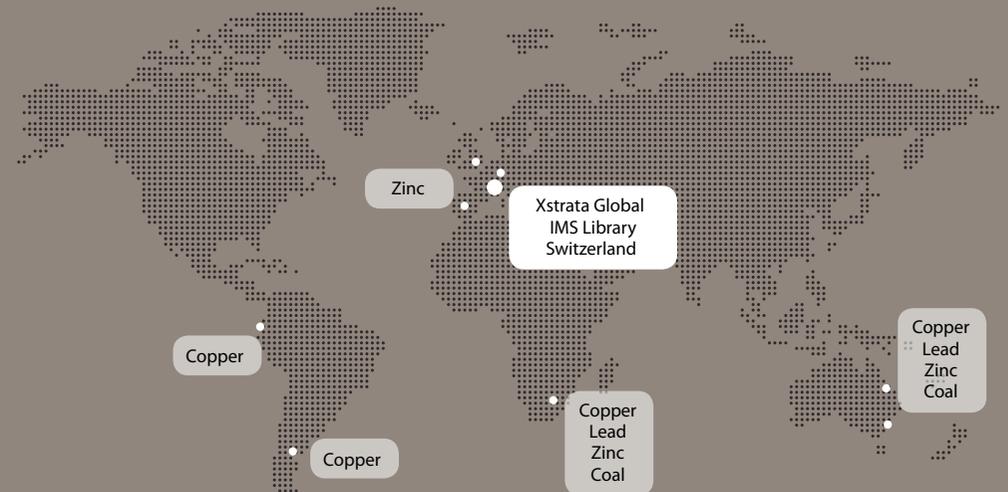
Xstrata is a major global diversified mining group, listed on the London and Swiss stock exchanges. The Group is headquartered in Zug, Switzerland and has approximately 24,000 employees worldwide, including contractors.

SYDNEY

PERU

LONDON

....

XSTRATA GLOBAL WAN

CAPE TOWN

PRIVATE NETWORK SWITZERLAND

INTELLIGENT MEDIASERVER
IMS PRIMARY

INTELLIGENT MEDIASERVER
IMS STANDBY

BACKUPS

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xstrata

" Since the IMS library was installed, we have been able to manage our images in a fraction of the time. Our new electronic library allows us to search and track a very wide range of marketing and corporate photography.

The Xstrata IMS is 100% reliable: we have been extremely pleased with the quality of the product and the high standards of service Third Light deliver. "

Brigitte Mattenberger
Corporate Affairs Xstrata (Schweiz) AG

Zinc

Xstrata Global IMS Library Switzerland

Copper
Lead
Zinc
Coal

Copper

Copper

Copper
Lead
Zinc
Coal

Third Light

Helping Xstrata collaborate efficiently

Xstrata's international Corporate Affairs are co-ordinated from Switzerland and London. Public relations, press releases and annual reports all require up-to-date and high-quality digital content, either sourced from global photo shoots or archive materials.

By indexing these materials and sharing access to the electronic library with regional business groups, Xstrata can significantly shorten the time required to select files for publication. IMS also eliminates potential duplication by offering asset tracking features.

How the library works

Third Light's IMS system contains a large library of public relations and marketing images, PDFs and videos. Instead of holding CD-ROMs in individual offices, Xstrata store all commissioned files centrally on the IMS servers in Zug, Switzerland. International offices reach the media library using the global corporate intranet.

Once logged in, users can view and retrieve assets immediately, without expensive and comparatively slow courier services to ship disks internationally. New content is merged into the Xstrata library regularly, after approval from the Corporate Affairs team.

Retrieve and track images

IMS has the ability to convert files from different formats automatically. Often, large source graphics need to be converted and resized, which can overload desktop PCs. Instead, Xstrata uses IMS to perform these tasks with a single click. IMS will derive different sizes and file types from the original sources immediately, removing all of the complexity from this day-to-day task.

Allocating permission to view only parts of the library is easy, and all downloads require a History Note to be logged – perfect for tracking assets and ensuring appropriate, brand-compliant use of copyrighted materials.

All pictures are allocated unique reference numbers and are described through IMS using the Adobe XMP™ standard. As well as enabling the search engine to return precise results, XMP guarantees the library and keyword database will scale effortlessly with Xstrata's long-term requirements.

Protecting Key Assets

In order to meet stringent high-availability requirements, a fault-tolerant pair of IMS servers was installed at the Xstrata Corporate Headquarters in Zug. The servers are securely housed in the data centre, and attached to the Wide Area Network (WAN), which connects all of the Xstrata business groups. The installation includes hot-swap components and is monitored remotely by Third Light.

Training and Support

A hands-on training workshop and ongoing support help Xstrata use IMS productively. New versions of the software are released on a regular basis, ensuring the library is always up-to-date with the latest innovations from Third Light.

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