

“From the time of the initial install, it has been apparent that MediaBank’s greatest strength is its engineers, and their willingness to fulfill almost any request. This commitment to their product and their customers only adds to the strength of the product”

Company Profile

The United States Golf Association (USGA), conducts 13 national Championships and 3 international team championships. Our photo archive is arguably home to the largest collection of golf images in the country, the collection goes back to the start of photography and golf in the US as well as an extensive modern day collection. Each year more than 15,000 images are added to the collection from our championships and other assignments.

Business Challenge

In 2003 we converted from shooting film to shooting nearly 100 percent digital. To that point we had a very traditional photo archive consisting of black and white prints, transparencies and film. Before the transition occurred, it became clear that while there were many advantages of shooting digitally, our traditional archive would not be the preferred method to store the photos.

In considering options of how to store new images, we knew that we needed a system that would handle the current collection and also grow with our future needs. One of the main reasons for choosing this digital asset management system was that another organization with whom we work closely had been using MediaBank. They were not only pleased with the system but raved about the service that they received from WAVE’s engineers.

The Solution

From the time of the initial install, it has been apparent that MediaBank’s greatest strength is its engineers, and their willingness to fulfill almost any request. This commitment to their product and their customers only adds to the strength of the software itself. It has been obvious that we have received the same exemplary service that the organization that recommended MediaBank to us has.



Results

Since our conversion over a year ago we have built a system that stores approximately 30,000 high-resolution images. Members of the media are now able to enter our secure online archive, perform searches of our collection, and then order the images in the format that best suits their needs.

In the past when media requests were filled, or when assets were distributed to the media as handouts, we either had to make duplicate slides/prints or burn CD-ROMS to ship. This was a time-consuming and an expensive process. The lightbox feature has enabled

us to streamline this distribution process. Now we are able to fill orders almost immediately after they have been approved.

The lightboxes have also become our means to distribute photos to media organizations in real time from our championships no matter where they are being played in the world.

Within one year of purchasing the product, we have built a system that stores approximately 30,000 high-resolution images. ♦

