InVENSIS
Global Outsourcing Services

US IMAGE ARCHIVAL SPECIALIST REGISTERS IMPRESSIVE 200% INCREASE IN REVENUE BY PARTNERING WITH INVENSIS FOR ACCURATE IMAGE DATA CAPTURE AND PROCESSING OF OVER 10,000,000 PHOTOGRAPHS

THE CLIENT

A US-based company that is considered the specialist and industry leader for preservation, digitization and monetization of historic photographs, with an archive that now showcases more than 200 million images.

THE REQUIREMENT

Swift and accurate data capture of millions of scanned images per year to ensure that the client maintains their status as the industry leader, is able to monetize their business model with correct information about the historic photographs as per specifications of licensees, and is able to boost business growth.

THE OUTCOME

400% Growth in number of images processed from 2011 till date

10,000,000 Images processed till date

70% Cost savings

99% Data capture accuracy rate

200% Increase in revenue

THE CLIENT

Based in the US, our client is considered the industry leader and specialist in the field of preservation of historic photographs. Their team rescues old and almost forgotten iconic photographs from publications and photographers across the nation and the globe, and digitizes these photo and video collections.

In the present day, this vast archive showcases 200 million images that capture personalities and events from the 1800s to the 1990s and beyond, that have shaped the modern world. Their vision has been to make these newly digitized photographs available for print and licensing to enable them to be appreciated by generations to come.

THE BUSINESS CHALLENGE

In 2011, the client had just embarked on creating an online presence, and was looking for an expert data management outsourcing partner who could accurately capture important metadata from the photographs, as part of the digital organization process. The details of the photographs also had to meet the specifications of their partners.

The data capture needed to be fast and accurate to cope with the growing scale of the business. Based on a previous successful collaboration with Invensis Technologies, the client turned to us for a solution.

THE INVENSIS ADVANTAGE

Requirement Analysis

- In-depth understanding of the business requirement of the client to optimize business process outsourcing efficiencies

- Procuring a state-of-the-art document processing software technology solution, which offers fast search and retrieval, to deliver the desired outsourcing outcome to the client

- Selection of appropriate personnel who meet the criteria of data entry of 35-40 words per minute and have the knowledge to understand the subject of the image they are working on

- Rigorous training of Invensis personnel to hone their data processing capabilities for the client's requirement

Process Implementation

- Capturing details about the scanned images shared by the client in various fields in the software: caption, headline, keywords, date, event, photographer credit, source, title, category and so on

- Providing extra value to the client by making the image of an optimal size where required

- Assigning a dedicated quality assurance team to ensure only the best possible outcome is delivered to the client

- Providing different data formats for different licensees as per the requirements of the client

- Ramping up operations to handle scaling up of the project

- Executing urgent delivery requirements by working beyond business hours on an as-needed basis

- Following ISO 27001 compliance norms to offer maximum data security to the client

- Delivering the completed data set to the client within deadline and in the desired format

THE RESULT

400% Growth in number of images processed annually from 2011 till date

24 Hours turnaround time to process **300 feedback forms** every day (TAT)

Time zone advantage by outsourcing to Invensis' delivery centers in India
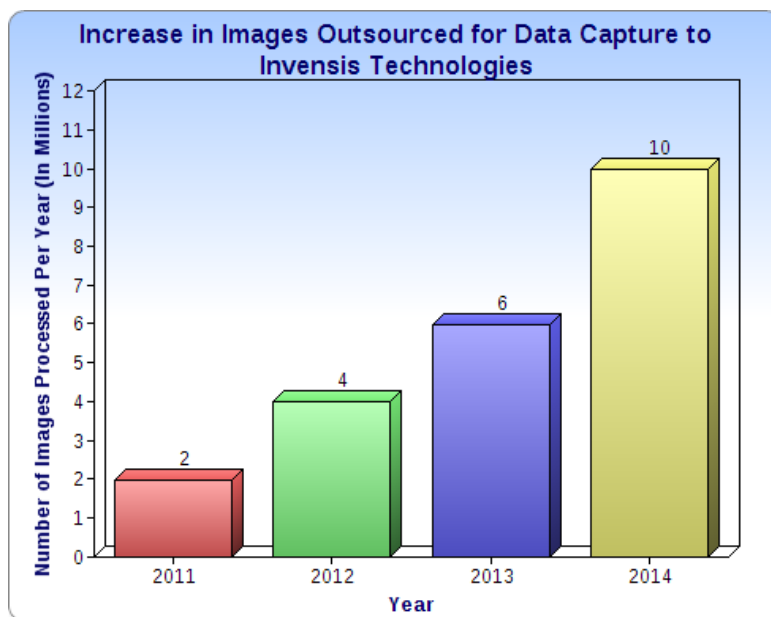
70% Cost savings by outsourcing

99% Data capture accuracy

Increase in revenue of **200%**

Increase in Images Outsourced for Data Capture to Invensis Technologies

Number of Images Processed Per Year (In Millions)

Year	Images (Millions)
2011	2
2012	4
2013	6
2014	10

By outsourcing the business requirement of data capture for millions of historic images to Invensis, the client was able to gain cost efficiencies and benefited from a high-quality output delivered within a quick turnaround time.

INVENSIS FACT FILE

- ▸ 16+ years of experience
- ▸ ISO 9001 and 27001 certified
- ▸ Multiple delivery centers
- ▸ 2000+ trained professionals
- ▸ 9+ service verticals
- ▸ 200+ clients served around the world

OUR WORLDWIDE CLIENTELE

CONTACT INVENSIS

For more information on how Invensis' Image Data Entry BPO services can accelerate your business operations, contact us today

USA

Invensis Inc.,
1000 N West Street,
Suite 1200,
Wilmington,
DE 19801

India

Invensis Technologies,
34/1, Upkar Chambers, RV Road,
Basavanagudi, Bangalore - 560004,
Karnataka, India

Reach Us 24/7

🇺🇸 USA +1-302-261-9036
🇬🇧 UK +44-203-411-0183
🇮🇳 IND +91-80-4115-5233
🇦🇺 AUS +61 3 8820 5183

Email us: sales@invensis.net

Know more: www.invensis.net

Facebook   Linkedin   Twitter   Google +

Invensis
Global Outsourcing Services

Rated One of the 10 Most Promising BPO Companies in India