

# Bond Imaging

## Bond OnDemand

**The creative services industry is quick paced and fast-changing. One minute the ideas team may be taking a brief from the client, the next they may be brainstorming their way into creating a name, product, identity and campaign. It's called the business of selling ideas, and no sooner are the mental dynamics in place, than the baton is quickly passed on to the next creative stage with dexterity, and it's time to begin the 'hallowed' photo shoot. Models are sourced and appropriately dressed to help turn reality into fantasy, and the photographic maestro begins his magic. And then, the waiting begins as digital images must be viewed, selected and converted into a print-ready job.**

**At this stage it would be perfect to have access to an internet facility where the images are seamlessly imported into the printing software, assigned to the client, made into a job, then printed automatically ... all in a matter of minutes. Impossible? Not if Bond Imaging's OnDemand system is used. Colleen Bate reports.**

'The main functionality of the Bond OnDemand site is to allow users to upload their digital photo files to the Bond Imaging server where processing and email notifications will take place,' explains Terri Dentry of day3, who was instrumental in heading up the system's development.

### **How it works**

'In the process of uploading the digital images, the user has the option of selecting the job type (which describes what the product is and therefore its available sizes), quantity, which files to upload and special instructions if required. Automated email notification will be sent to the customer outlining their job details and to Bond Imaging to monitor the process.

The digital images are forwarded (depending on the job type), either automatically to the printing queue or, if the job falls outside the standard job criteria, it will be noted to Bond Imaging via email that the job needs manual intervention. When complete, the job will be noted as available to the customer with the overall time taken. Similar notifications are then sent to the Bond digital team and the Bond invoice system.'

Bond OnDemand is a unique system, made up of two seamlessly integrated products: Teemplate and Canto Cumulus.

### **Teemplate and Canto Cumulus**

Teemplate is a business process

automation product built on the Microsoft .NET framework for web services. Courtesy of its workflow wizards, this software makes developing workflow simple and flexible. It provides users with the potential to optimise repeatable business processes and to transfer information between different information systems using a step-by-step methodology.

Canto Cumulus is a Digital Management System (DAM) which relieves the consuming part of the digital workflow process. By providing users with the ability to store and retrieve digital assets through metadata and customised recordable fields (storing important information relevant to each image), searching for images, sounds, movies and layouts is quick and effortless.

'The Cumulus digital assets library will allow the OnDemand system to develop into a full image approval system with clients being given direct access to their own image folders online,' explains Terri, who worked closely with Ricky Patten from DataBasics—the company that distributes Cumulus software during the system's development. Ricky has been instrumental in helping Bond with their vision to grow the system into a collaborative image management tool.

### **A winning combo**

'The Cumulus/Teemplate option was the winning combination, both in terms of delivery speed and overall cost of the solution,' says Terri, pointing out that

there are several other applications on the market which could achieve a substantial amount of the OnDemand requirements, but none could achieve 100 percent, nor enable Bond to tailor the solution to their growth path.

'Both Teemplate and Cumulus are products which offer a solid foundation of functionality with considerable extensibility. The two products together are a very powerful, robust and flexible combination. An added bonus is the relative low cost of these products which has meant the solution is not out of reach, like many of its competitors. This has encouraged a number of other clients who are also now looking at using these two products in combination.'

### **day3**

day3's involvement in the project was a natural progression. They had been working with Bond Imaging for several years as their internet access provider and hosting partner. Bond developed an in-house SQL database to catalogue their images and they were using an external system for receiving image files online—provided out of Norway.

'In discussions with Bond on options for improving their internet traffic, one of the major bottlenecks highlighted by Bond was receiving files from the external party and the high licensing and access costs they needed to pay for use of the service. day3 was asked to recommend a local solution,' states Terri.

'day3 had already been involved in a



Hornsby Starshots



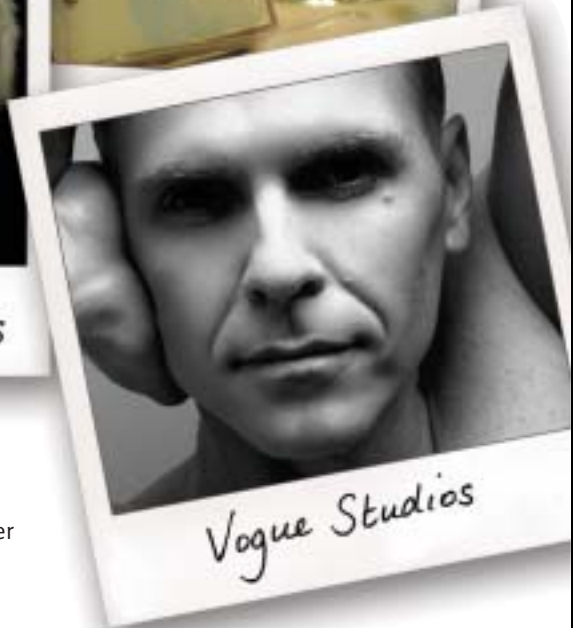
Danny Decker USA



Gap Studios



Maroochydore Starshots



Vogue Studios

number of solutions involving both the Cumulus solution for image libraries, and the Teamplate solution for data workflow, but we had not had the opportunity to integrate the two solutions into an end-to-end application. This integration was the key, which, for the Bond OnDemand system, also required a third component to be custom... developed.'

day3 provided Bond with a solution to their bottleneck problem—which not only removed the requirement for the external application, but also improved their traffic access and flow, and reduced overall traffic costs. This will pay for itself in less than 12 months in traffic savings.

**The team**

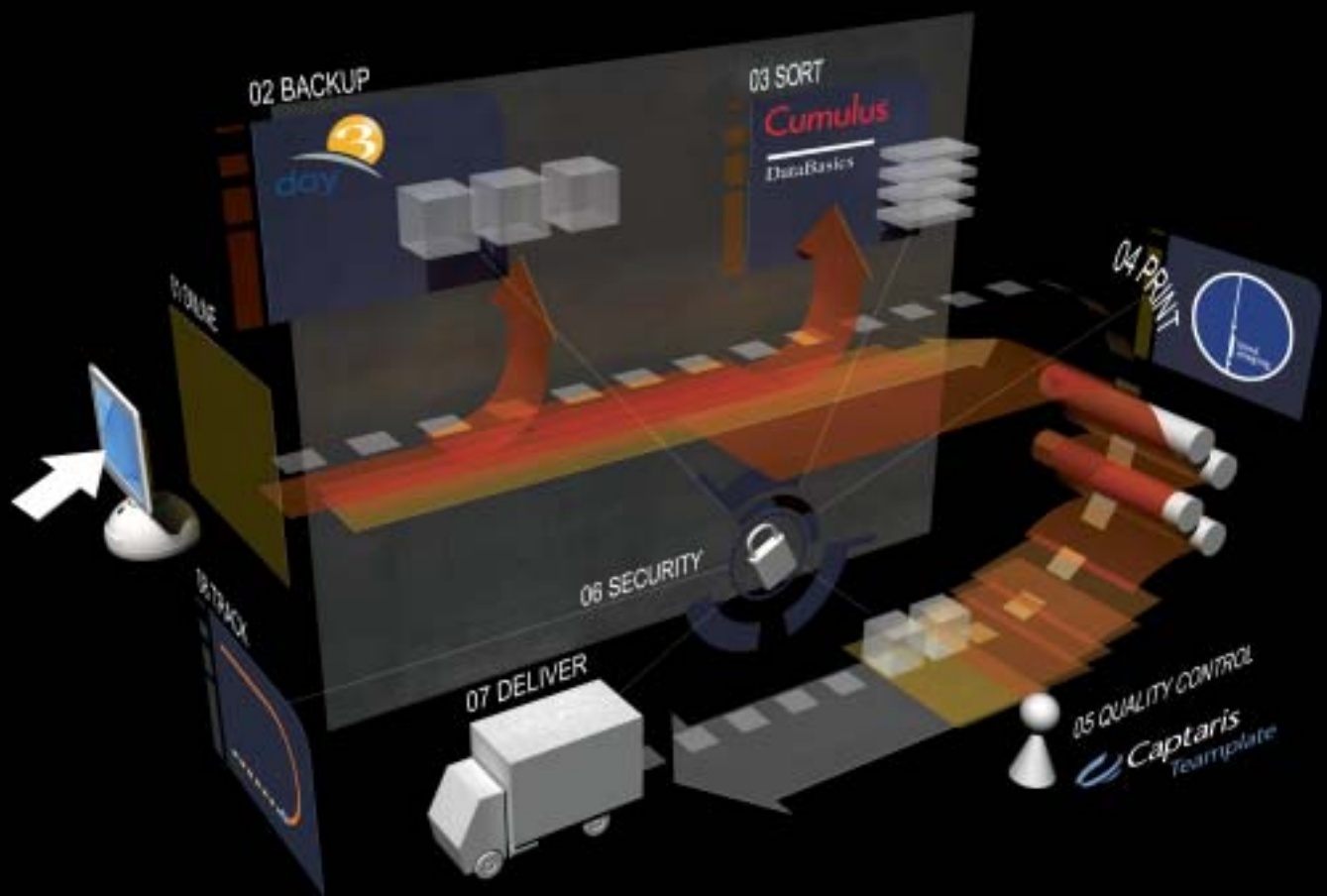
The development team for this project consisted of a Project Manager, a Solution Architect, a Cumulus certified developer, a Teamplate certified developer, and two .NET senior developers, who created both the custom modules of the overall solution and ensured integration between the three elements was successfully achieved. The Senior .NET developer was also required to become fluent in the Kodak ProShots application during the

development phase as the Teamplate workflow solution was required to be able to deliver images directly to the Kodak software.

**A case in progress**

Will Masoner, Wedding & Portraiture Division Manager, has been with Bond Imaging since 2000, when he was sponsored to introduce new digital imaging software to the Australian marketplace. Prior to this, he worked at Miller's Professional Imaging (America's largest Pro Photo Lab) and over the course of seven years, learnt all aspects of production and managed numerous areas of the lab, focusing heavily on digital imaging and managing a team of 15 department heads. 'Most of the photo labs that offer digital

printing have some sort of system which allows photographers to send images via the internet, but many of these are quite slow and unreliable, and often require the photographer to send images to a host server halfway around the world,' says Will, adding that when images are received by the lab, it takes a huge amount of preflighting to convert those images into an actual print-ready job. 'Bond OnDemand allows us to integrate our image transfer system into our Kodak



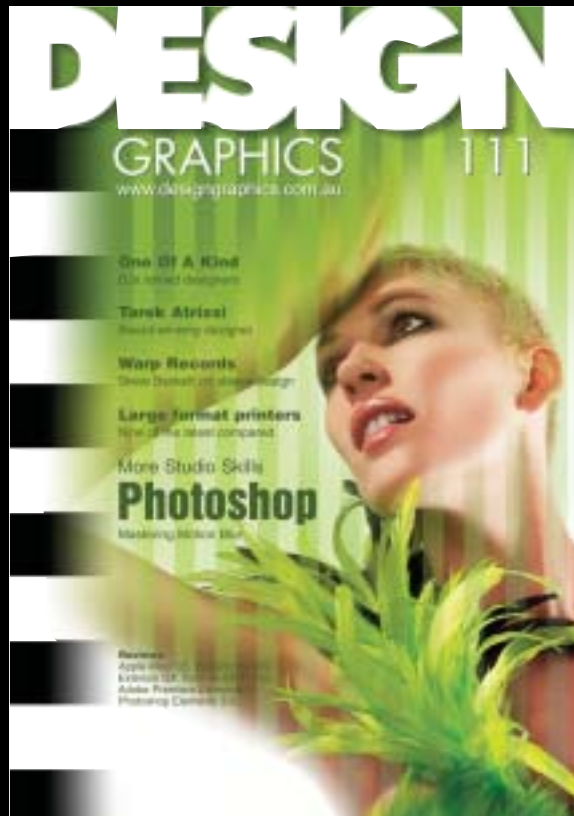
Digital Print Production Software, which controls millions of dollars worth of digital output devices in our lab. The images are seamlessly imported into the printing software, assigned to the client, and made into a job, then printed automatically. The only time the job is touched is when the finished prints are packaged for shipping.'

**Turnaround time**

'What this means to Bond Imaging is that jobs can literally be completed in minutes,' he explains, pointing out that this would take their competitors days—even weeks—to accomplish. 'We advertise a same day service for all

of our digital printing, but on average, jobs would be completed within a couple of hours. Our quickest job completion time since we introduced this system is currently four minutes,' he adds, confirming that it has allowed Bond to cut turnaround times from days to minutes, providing a level of automation and efficiency never seen before in the professional photographic lab industry. Not surprisingly, the company has won numerous new accounts due to its impressive turnaround time. 'Teamplate allows us to set up business rules for incoming jobs, and perform tasks automatically based on conditions we define,' says Will. 'When a job is

received, Teamplate automatically confirms via email that the job was received by the lab. Once the job has been completed, it reconfirms with another email and even provides a time lapse so the recipient knows how quickly the job was done. 'Because day3 specifically designed our OnDemand system around the Teamplate engine, we have been able to achieve automation never before seen in our industry nor anywhere in the world,' he concludes.



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