

**CASE STUDY**

## Stockland Martel showcases its world-renowned photographers using Extensis Portfolio Server software and integration know how from Markham Street Media.



*“Markham Street Media has helped us put together the tools we need to keep our business moving forward.”*

Matthew Goodrich  
VP MARKETING, STOCKLAND MARTEL



For more than 20 years, Manhattan-based rep agency Stockland Martel has been home to some of the world’s top photographers for commercial assignment. The images that their artists create each day make up an elite collection of more than 30,000 digital images. These images are a fundamental

part of Stockland Martel’s everyday business and are the foundation of their stock photography business. Three years ago, Stockland Martel realized that the single-user Image Management System they had implemented no longer enabled them to do business efficiently. That’s when they brought in Markham Street Media to engineer a solution that would help take their business to the next level.

**The Challenge:** Stockland Martel desired to improve their Web integration and build out new lines of business, but was hampered by the Website’s inability to keep pace with their business objectives. Managing more than 30,000 images and growing daily – the product of more than 27 photographers located around the globe shooting images for clients like HP, Vanity Fair, Porsche and MTV – was creating a bottle neck that limited Stockland Martel’s ability to provide quick and comprehensive service to a high volume of clients in a time-sensitive industry.

In order grow and maintain their leadership position in the market, Stockland Martel needed to make a potentially expensive investment in Digital Asset Management and website integration. Their objective was to find a proven, easy-to-use DAM solution that fit their price point and would be able to grow with them.

**Markham Street Media Solution:** Stockland Martel hired Markham Street Media to build a fully integrated Image Management System that would automatically serve images to their award-winning website and allow the entire staff to intuitively and easily access the image archive. Using several components of the Extensis Portfolio suite of tools and Microsoft SQL Server, MSM created a uniform, centralized database that allows every user at Stockland Martel to quickly find, access and email images and portfolios to clients and partners, right from their desk. MSM also designed an automated web system that allows Stockland Martel to manage their website directly from Portfolio. Website images and metadata are updated and synchronized daily based on a custom set of rules.

**Outcome:** Stockland Martel is now able to provide the quick turnaround that keeps up with their client’s ever evolving needs. They have dramatically improved their business productivity and are already seeing positive results in their bottom line. They have been able to realize their visions for expansion and are currently building out several new business lines using the tools created for them by Markham Street Media.



*“Stockland Martel is one of those rare examples of a company that knows exactly where they want to go,” said Aaron Holm, VP of MSM. “By combining their clear business objectives, the Portfolio products, and our team of talented technical professionals, we have been able to help Stockland Martel realize their vision for the future.”*

Aaron Holm  
VICE PRESIDENT, MARKHAM STREET MEDIA