



io integration

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spotlight

**CHRISTIE'S**

case study

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## case study **CHRISTIE'S**

A global leader in the business of art, jewelry, and collectibles auctions, Christie's has a 250-year history of embracing new business models and technologies to stay at the forefront of its industry.

That's why, in 2006, Christie's asked IO Integration (IOI), experts in marketing technologies and digital media workflow solutions, to help implement systems that would help the auction house produce its marketing materials more efficiently and cost-effectively.

This process began by setting up the Xinet digital asset management (DAM) system to store, manage, and distribute the auction house's digital images, graphics, collateral, and other marketing files. Now, every year, 40 Christie's studios contribute 150,000 high-resolution images to the system. The average file size is 60MB, and the system currently holds 90 terabytes of data.

"Our 1,500 potential users have permissions-based access to the system," says Neil McCutcheon, International Director of Christie's International Media Division. "With the ability to see auction items almost immediately after they've been photographed, our staff members can work more productively. They report that assets are easy to find and easy to email around, since Xinet can automatically create a low-res image for each high-res image imported into the system."

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Next a DALiM Twist file processing system was introduced to manage the auction house's worldwide production services, which cover the 50,000 pages of catalogues with 600 titles from 400 auctions, web assets, companion iPad catalogues, and all of the company's marketing collateral.

"Twist automatically preflights and normalizes all of our files, saving them at a standard size and embedding metadata that includes color profile information, a filename and production tags," says McCutcheon. "The metadata triggers production processes down the road, which streamlines our workflows and helps us get materials to market faster."

IO Integration now oversee the integration, development, maintenance and support of all of Christie's DAM systems. Christie's now has two digital media centers of excellence, in New York City and London. Each site has one Xinet server, and together the servers hold all of Christie's global assets for catalogs, marketing proposals, art evaluations, photography, and signage.

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McCutcheon reports an exceptional return on the company's investments in Xinet and Twist. "Because these technologies have helped us save time and resources, it took less than two years for us to see ROI," he says. "We look forward to continuing our work with IOI as Christie's grows and our technology and business needs evolve."

