

Case Study

New workflow and bar-coding solution helps large digital studio, I Heart Studios, grow by more than 600% in turnover, in 12 months

» RunMyProcess has provided I Heart Studios with a competitive advantage in the industry... and is supporting continuous improvement across all processes leading to greater efficiencies«
Sjors Bos, I Heart Studios General Manager



The Customer

I Heart Studios is a rapidly expanding digital content studio based in London, with a strong ambition of becoming the biggest photography studio in the UK. Since 2008, I Heart Studios has been working with top retailers to supply high-quality creative visual content.

The Challenge

With its expansion, I Heart Studios was looking for a way to manage and organise their workflow. All work was done manually with little technology involved. The teams would receive boxes of clothing items from multiple clients, enter data on each item into a Google spreadsheet, and then organise photo shoots according to clothing rails.

Using spreadsheets to record item information didn't give the clients enough visibility of where their items were within the photo shoot process. The lack of a connected system complicated the process management, leading to errors when managing rails, extra re-shoots, and higher costs. The studio needed a unified way to manage its entire business workflow, from the arrival of the clothes to photography, retouching, and returning the customers' items.

All workflow solutions I Heart Studios considered were either too costly or couldn't provide the required level of customisation for their specific processes. In 2012, I Heart Studios approached twenty26, process automation and integration consultancy firm, for a workflow solution, who advised a Fujitsu RunMyProcess business process management application.

The Solution

I Heart Studios worked closely with twenty26 to develop and integrate a Fujitsu RunMyProcess application that would manage the entire business process and lead-to-cash workflow, from an initial sales enquiry to sending a final invoice to the client. The application was integrated directly into the Salesforce CRM platform and developed using Google Apps for Business, as a base.

The Fujitsu RunMyProcess-based application uses Salesforce as the primary information system. Because all information on the project is stored in a single source, it simplifies the project management task

The Customer

Customer: I Heart Studios
Country: United Kingdom
Industry: Photography and Retail
Website: <http://iheartstudios.com>



The Challenge

To design an automated workflow solution that replaces a manual workflow, allowing the client to manage its entire job life cycle.

The Solution

A Salesforce-integrated application that tracks all steps of the business workflow.

The Benefits

- Significant business growth
- Increased item-management capacity
- Client base growth
- Decrease in errors due to process automation

for I Heart Studio. The teams can also monitor all Key Performance Indicators at all time thanks to real-time dashboards.

The Process

The workflow is launched when a new "job" is created by I Heart Studios' Customer Services team in Salesforce. The team responsible for receiving items, "Goods-In" team, is notified that a new job has been submitted. Once the order is received, the Goods-In team scans the barcode of each box and item received (and generates a barcode if it's missing) – creating a linked record of the product arrivals. The information on every scanned item is automatically added to the Salesforce records of the company and to the "Items checked in" list visible in the application, ensuring full transparency of the process. The application allows the Goods-In team to identify and classify damaged or missing objects, as well as create records for items that were not originally listed in the "Collection report". The application also notifies the team if the received item has already been photo shot for the client. This helps the team save time, as no double shots are made, and save costs for the clients who don't have to pay twice for the same shots.

Once the Goods-In team finishes scanning the items, an inventory list is generated and each item received is assigned to a clothing rail. As the items are being assigned to rails, the team can still know the exact location of each item as the rails also have individual barcodes.

The "Client Services" manager confirms the photo shots, assigns a photographer responsible for the shoot, and validates a "Rail sheet" – report that contains all information on the shoot. The photographer uses either the barcode search function or searches manually to shoot every item on the rail. The photographer is also required to confirm that each item was photographed and scanned. Every item that is validated by the photographer appears in the "Rail Retouching Queue" assigned to a graphic editor. The graphic editor then edits the photographs, validates them and uploads the file to a web portal that the customer can access to preview the photos.

Once all photographs have been shot and edited, the "Client Services" manager submits the file and finalizes the client's invoice that is generated automatically in Salesforce. At this point, an invoice and a summary report of the shoot are sent by email to the client with a link to the web portal with all photos from the photo shoot.

Finishing a shoot launches a new task, "Job Check Out Queue", assigned to the Goods-In team – an inverse of the check-in process. The team scans each individual item and packs them into the corresponding boxes, for the clients to receive*.

The Benefits

I Heart Studios is very satisfied with the developed application. *"RunMyProcess has enabled IHeart Studios to get full end-to-end managed processes and business transparency, which adds value to the core product and ensures our client base with security and confidence on the management of their products and the completeness of their jobs"*, shares Sjors Bos, the General Manager of I Heart Studios.

Thanks to this automated business process, I Heart Studios is now able to process a larger amount of orders, growing by more than 500% in 12 months, without major disruption in the business processes. To respond to rising demand, I Heart Studios also increased their user base: growing from 12 to 102 employees in 6 months. *"Simplicity of the technology makes it easy for new user adoption without substantial training cycles"*, explains Bos.

Conclusion

At the moment I Heart Studios is further working with Fujitsu RunMyProcess to develop a new version of the application that is more adapted to the needs of this rapidly expanding business. The arrival of new clients, including luxury London department stores, large high street fashion retail chains and premium fashion & sports brands, that send 1000+ items for photo shoot daily, forces I Heart Studios to evolve their business model, becoming less job specific and more like a continuous production line. The release of an updated application is planned for the start of 2014.

About Fujitsu RunMyProcess

Created in 2007, Fujitsu RunMyProcess develops, commercializes and operates an innovative platform as a service (PaaS) specialized in business application development in cloud. The Fujitsu RunMyProcess platform makes use of business process management (BPM) concepts to provide a unique mix of structured workflows, integration and agility helping customers from all around the world meet their evolving business needs.

On April 2013, Fujitsu that it had finalized a contract with RunMyProcess to acquire all shares of the company. With this acquisition, Fujitsu added integration Platform as a Service (iPaaS) to its cloud offerings to bolster its cloud portfolio as it expands its global cloud business.

About Fujitsu

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