

CASE STUDY



Location:  
Shanghai  
Company:  
Rimage

**Rimage.**  
The Photography Company

 **PROAD**  
Software

**RImagine.**

The Photography Company

## CASE STUDY

## OVERVIEW

RImagine is a Shanghai-based and international-managed photography company creating photographs of products, people and places for companies, which produce or source products in China. RImagine helps its clients to save costs and launch products faster by photographing new samples directly where they are manufactured – on the factory floor. Value-added creative

and graphic design services enable the client to not only get professional photographs from RImagine, but also entire catalogs, brochures, packaging artwork or other marketing material.

**Location:** Shanghai

**Staff:** 21

**Clients Include:** Nivea, Philips, Adidas and Crocs

**WHY RIMAGINE NEEDED TO CHANGE**

As a young and independent photography company in China, RImagine came to the realization that even if you are busy you are not necessarily profitable. John Ray, Director of Operations, comments "Although we are a small team we have a high volume of work. Sometimes we would be working on 10 to 15 jobs at once and were finding it more and more difficult to keep track of the time and money we were spending on the work we were producing." Administration and process came in second to creativity and client satisfaction on the agency's list of priorities but they knew they needed to overhaul the way they managed their business as they were losing a lot of valuable time that should have been invoiced.

**WHY PROAD?**

The photography company decided they wanted to work smarter as opposed to harder and after doing some research on the internet they came across PROAD's web page. "Over a six months research period, we looked at a lot of different products, but PROAD seemed to have all we wanted from a company wide production system. Although the system is suited for larger agencies, it is also equally suited

to smaller companies such as RImagine. PROAD's SBE module also has a full upgrade path, so we know that if we decide to grow the business, PROAD will be able to grow with us."

"Also, the fact that it could be installed out of the box and initial training and set-up delivered direct over the internet meant that initial expenses were kept low. This was very important to us as a young company. It had all of the core functionality that we required, but at relatively less costs than most other packages that were on offer."

**INSTALLATION AND TRAINING**

"The installation process was very straightforward. A CD was sent via mail which we installed on our end. Support talked us through every step, and training was delivered over the internet. This worked really well for us, as not only did it keep costs down, but it meant we were able to split up the training rather having us all sit down spending a whole day doing it. PROAD also provided us with a manual which was very useful and quite clear and easy to use. We've found the support team to be very helpful and extremely responsive. Any questions we did have were dealt with very quickly."

**THE RESULTS**

"PROAD allows us to easily centralize our

customer contact information, enter our time, track costs against budgets, and invoice accordingly. We may not always be able to invoice what we know our work is worth to the client, but we can now at least bill the actual time it took. And if we see that a job is going over budget, we are able to deal with cost issues as they arise, rather than finding out that we lost money at the end of a project." Comments Lorenz Wagener, General Manager.

"We have significantly reduced our administration as well. We are now able to produce quotations based on standard costs and to produce invoices from quotations with ease, meaning more time servicing clients and winning new business."

"Before PROAD we only invoiced once a month as it was so time consuming. Now we invoice jobs as they are completed, increasing our cash flow. Also, by creating a new business template estimate, pitching for new work has also become more efficient. Without a shadow of a doubt we have seen an ROI – even though we know we are not using PROAD to its full potential we can say that PROAD has paid for itself within the first year of implementation."

