

## Management of product photography: PhoMas

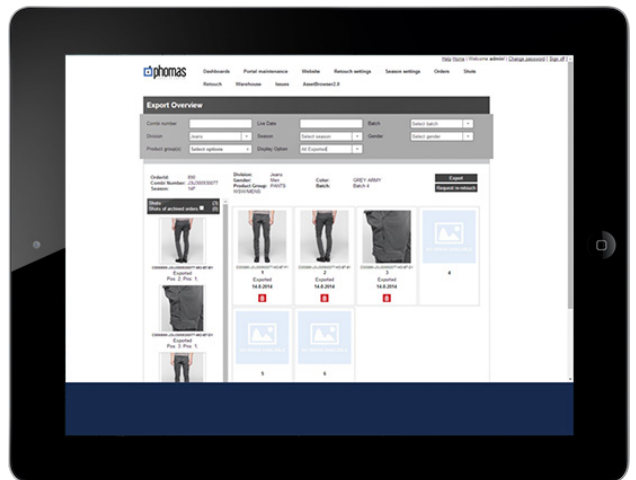
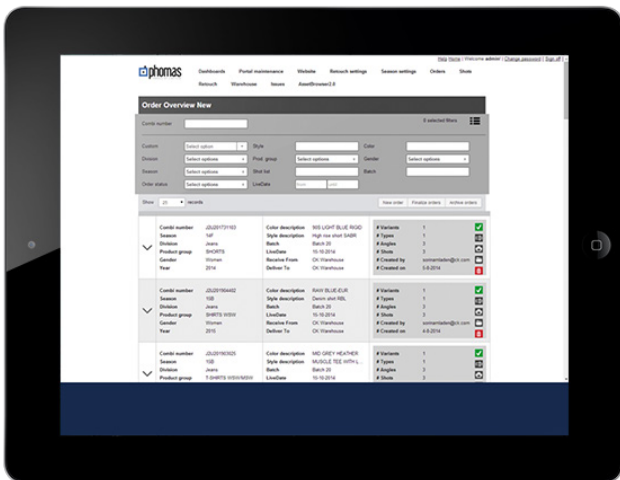
One of the major challenges of Brand Owners these days is making profit on their online sales channels.

Online presence is a must today. For Brand Owners this requires that their carefully developed Brand Identity also should be reflected on their online presence. To be able to have control over product photography, major brand owners are about or already have outsourced product photography.

To support the process of product photography, Linx IT Solutions developed a unique solution, **PhoMas**, which covers the entire chain of ordering, realization and delivery of product photography.



One of the major cost components issues with online sales are returns. The more photorealistic product images are, the less the number of returns. The less disappointed clients and the bigger change that clients will visit the online store a next time!



## Key features PhoMas

---

- Cloud solution; all data safely stored on Linx-cloud
- Minimal involvement of companies IT-departments
- No Investment in Hardware & System training
- Generating orders via Excel import of styles
- Generating Shot requests based on product group
- Including image retouch & approval tool (also usable with external retouch suppliers)
- Including automated positioning, crop and delivery solution
- Photorealistic product images to avoid disappointed ecommerce customers
- User management with role based authorizations
- 24/7 status overviews

## Implementation

---

Phomas is implemented as Cloud Solution and accessible for authorized users. The workflows within Phomas are customizable via configuration. Based on roles, specific user groups can have rights to approve, reject or comment on imagery in the retouch process.

Internal retouch departments or even external retouch companies can work within Phomas. Approved images will be delivered automatically to your web shop software. The visibility on the web shop can be controlled directly from Phomas.

To support web shop's needs, Phomas includes a unique crop / position and delivery solution. This ensures that the web shop software only has to do where it is developed for, showing optimized product images to the public and generate sales!

## Optimizing the entire chain

---

Based on experiences with product photography over the last years, Linx IT Solutions can help to optimize the entire chain of product photography. From setting up a standardized way of working in the photo studio, till offering photo retouch services through external partners.

In no way Linx is involved in the artistic way of product publication. Respecting the ideas of Art Directors, the most efficient way of working can be achieved!

**With Phomas, Brand Owners are in control!**

## Costs

---

### **Initial Costs (1-time)**

- Implementation

### **Monthly Costs**

- Hosting & system maintenance
- Licences
- Data storage allocation

### **Pay-per-use**

- Image import/conversion (RAW/TIFF)
- image delivery

## References

---

Calvin Klein

TOMMY  HILFIGER

### Contact

**Linx IT Solutions bv**  
Pampuslaan 76-82  
1382 JR Weesp, The Netherlands  
+31 (0)294 465 000, [Info@linx-it.nl](mailto:Info@linx-it.nl)  
[www.linx-itsolutions.nl](http://www.linx-itsolutions.nl)  
[www.phomas.com](http://www.phomas.com)

