



shootdigital Captures The Moment

with Kerio MailServer

At shootdigital, every idea, every project and every client is unlike the rest. By emphasizing quality control and unique service, shootdigital has acquired clients that include Banana Republic, Neiman Marcus, the NFL and DKNY. Shootdigital, a premier digital imaging studio located in downtown Manhattan, sets the standard in consistency and innovation in the digital imaging market.

Company
shootdigital

Specialty
Digital Imaging

Product used
Kerio MailServer

IT Consultant
W. O'Donnell Consulting

8 a.m., Peter Rosa, a photographer, and his shootdigital crew unpack the Hasselblad 555 camera, lighting and props through a door marked "Calvin Klein". 8:30 a.m., the make-up crew and models walk in with their lattes talking on their iPhones. Time is ticking, the photo shoot and the proofs for a client's print ad deadline must be ready in eight hours. Peter shoots three sets. As soon as the art director has a chance to edit and make selections, he readies his Mac to



The idea of “Coyote” came from one of our digital technicians, Marc Kelly, who was in charge of researching and selecting the right location vehicle. While researching information on SUVs, vans and other large transportation cars, his experience in the photography industry made him well aware that this mobile studio needed to provide luxury and comfort but also be able to travel through rough off-road terrain. Therefore, his creative mind envisioned people being smuggled south of the border and from that the image of the coyote was born: a rough terrain vehicle with luxury insides.

send the JPEGs to the Calvin Klein account team in Midtown, Manhattan. 10:30, the digital tech on set processes and moves on to the next shot. Peter and his team have six more hours before the Calvin Klein account team has to present final images. He sets up his shots and directs the assistant, model, hair stylist and make-up artist.

To Peter, his Mac and iPhone are as critical as his camera to make this a successful day. He will be sending up to a hundred emails to get the right set of shots approved by the creative team. Peter is sending emails with a JPEG and raw image files that can be as large as 14 MB.

Every hour, Peter is emailing photos for approval. He calls the client to say they are on their way. The email has not arrived.

Disaster strikes

“I was called to urgently fix the Exchange server that had died for a fourth time that week” said Martin Mitev, IT Manager at shootdigital. “We had to reboot the Exchange system at least once day—it was a challenge and headache to keep it running. Any large email with critical

JPEG files made the system crash. I had to find a better solution.”

During a photo shoot, time is money. Martin had to find an email collaboration solution that would deliver reliable e-mail speed and response time to match the cutting-edge atmosphere of shootdigital’s business. With the old Exchange system, a big attachment would hang up the server. The email downtime frustrated users and resulted in photo shoot cost overruns.

Because of the complexities associated with managing Exchange, shootdigital had to allocate an additional staff member to support email. Employees at shootdigital use Apple computers for their digital imaging and editing. However, shootdigital had difficulty getting Exchange to work with Mac clients.

Finding the right answer

Martin set out to find an email solution that could provide shootdigital with the response time and collaboration capabilities they needed, while providing a stable platform that could handle large images and attachments.



Martin Mitev, IT Manager for shootdigital

“Unlike Exchange, Kerio MailServer reliably handles the large volume and size of our emails, meeting the demands of our photographers, digital imaging experts and IT team.”

– Martin Mitev, IT Manager at shootdigital

Peter Rosa,
photographer,
and Marc Kelly,
digital technician,
at shootdigital



Shootdigital also needed to have a system with email, contacts, and of course appointments for each employee as well as shared calendars and resource scheduling.

That's where Kerio came in. Shootdigital found the right answer by replacing Exchange with Kerio MailServer—a more cost-effective, multi-platform and collaborative email solution.

Martin removed the old Exchange system and migrated to Kerio MailServer. His experience was simple and straightforward—he completed the installation by himself in about three minutes. “The set-up was a breeze,” stated Mitev. “And the data migration from Exchange to Kerio MailServer took only one weekend.”

And shootdigital has not looked back, using the Kerio MailServer with integrated McAfee Antivirus since 2007. With approximately sixty active users, shootdigital stores around 97 GB of data on its email server.

And Kerio not only syncs contacts from individual staff's BlackBerry® smartphones and iPhones to their desktop and laptop, but it keeps track all of the appointments for the entire company. In fact, Mitev and the shootdigital staff use Kerio's resource scheduling feature to determine availability of the van and truck for location photo shoots. They rely on this capability for scheduling photo shoots in multiple studios and booking the “Coyote”—a mobile digital imaging command center. The Coyote is a studio that fits its name, providing luxury and comfort but able to travel to remote photo shoots through rough off-road terrain.

Shootdigital's accounting department likes that Kerio is available on multiple platforms and uses the Kerio Outlook Connector in Kerio MailServer for Outlook so that the Windows users can have local email and their Windows-based accounting software. The remote teams can access email without a network connection—such as when out on a photo shoot.

Mitev also operates another Kerio domain for Seed Reps email on the same Kerio MailServer. Seed Reps is an artist's repping agency and a sister company working in the same building alongside of shootdigital. “It is a breeze to maintain it as a virtual domain for collaborative, shared calendars globally,” says Mitev. “Kerio protects the privacy of the photographers' work.”

“Our photographers and digital technicians collaborate with our production staff and need access to email,” states Mitev. “The beauty of shooting in digital is that it allows the photographers to shoot and send it immediately for approval. They are able to use Kerio MailServer because the WebMail and WebMail Mini interfaces are very user-friendly. I simply send the freelance digital technicians a link and they can quickly access email with no additional assistance or training. The photographers can email

When in studio, the photographers mostly shoot tethered with a Canon or a Phase One digital back attached to a Mac Pro tower. On location, when being mobile is important, they shoot to a MacBook Pro.

Raw files are processed right away and JPEGs are emailed from the Mac desktops via Apple mail or Kerio WebMail. iPhone photos are sometimes used but more to share the behind-the-scenes shots of the location, especially on those shoots that take place in resort type locations like the Caribbean a "don't you wish you were here?" kind of shot.

raw files and JPEGs from Mac desktops via Kerio WebMail from any location."

It's always about the money

"When I realized the savings we would have with Kerio, the decision to move off of Exchange was a no-brainer," stated Mitev. "Our cost per user with Exchange was about \$142. Now with the Kerio MailServer, our cost per user has dropped dramatically to \$28 per user. Not only is the licensing cost significantly lower with Kerio for the same number of users, but we no longer require additional staff to maintain the email system."

From PC to Mac and back

Shootdigital depends on reliable, cross-platform collaboration to connect its network of photographers, retouchers, pre-press team as well as producers and post production team. These users utilize Apple Mail along with Kerio Sync Connector for iCal and Address Book on OS X Tiger and the native CalDAV support in

The DeVinne Press Building from 1885 serves as shootdigital's headquarters in East Village of NYC



iCal in OS X Leopard. Both solutions are very easy to install and available through a link on Kerio WebMail Mac integration. Some of the users also use Entourage mail client with Kerio Mailserver, running on Mac OS X Tiger on Xserve. The company has several public calendars and it's great that both iCal and Entourage users can access this shared information.

Maximize system performance and access

Kerio has been reliable and easily handles large email attachments without impacting performance or availability. Mitev appreciates the very responsive and knowledgeable support teams at Kerio, which help ensure that the system runs smoothly and helps him customize the implementation.

"The Kerio MailServer has proven to be a cost-effective solution that can handle the fast pace of our digital business," says Martin. "Kerio not only handles the large volume and size of our emails, but keeps both our IT team and our global users happy."

Kerio MailServer

- ▶ Ability to handle large images and attachments
- ▶ Lower cost and pricing structure
- ▶ Messaging, calendars, and shared contacts
- ▶ Ease of install and configuration
- ▶ PC, Mac and Apple iPhone compatibility
- ▶ Fast WebMail solution

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