

# Media Storehouse

Digital startup gets business agility with on-demand services



## About Media Storehouse

Media Storehouse creates e-commerce websites based around photography. Founded in 2002, the company offers two distinct photographic services. Firstly, it creates online image libraries for sports clubs and media outlets, enabling the general public to select and buy prints via the internet.

Secondly, photographers can upload images from their digital cameras for Media Storehouse to print and send directly to their homes. Media Storehouse also offers a wide range of photographic enhancement services such as redeye correction, airbrushing and adding text to images.

## Understanding the Issues

Managing Director, Matt Hamer, founded the business after spotting a gap in the market for providing internet solutions for the media industry and fulfilment services for the professional photographer.

As a small business, he realised it would be impossible for the company to host its technology in-house. In order to meet the demand of global brands such as Media Storehouse's first customer, Manchester United, the company would have to offer 24/7 cover. After all, people from around the world would be purchasing images at any time of the day or night, seven days a week. Reliable, robust technology was critical to the business' success.

According to Matt, "The business could not be operational without the right technology infrastructure in place. We needed it to be scalable and resilient. I was confident that, with Star's support, the business would be a success."

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## The Star Solution

Matt had experience of working with Star from his previous job. He knew that the Star products were top of the range, the team was experienced and the service was exemplary. In addition, he understood that Star delivers the broadest range of managed technology services through a single relationship. He did not consider looking elsewhere for technology support and enlisted the support of Star's managed technology services from the start.

Star is responsible for all aspects of the company's technology, from dedicated servers and database storage to technology support. Star hosts Media Storehouse's entire technology infrastructure at its state-of-the-art data centre in London.

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"Star has provided us with ever-expanding terabytes of storage, which is critical for our business success. We already have over 150,000 images on our online photo libraries through clients such as Manchester United, Arsenal and The Daily Mirror. As the business grows, we will need to be able to store many thousands more."

Media Storehouse's Digital Media Commerce Server (DMCS) is a flexible B2B and B2C commerce system, designed to maximise the revenue potential of digital media. It delivers image, video and audio products in an attractive way and yet is easy for administrators to use.

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Matt continues, "The installation was extremely smooth and the websites we have created for customers are secure. Star has provided us with a modular system. This means there will be no downtime if we need to add new elements."

"The scalable technology infrastructure now in place enables us to bring on new clients quickly. Having started off with one customer, Manchester United, we have been able to grow rapidly and help customers from a range of sectors to make money out of their images. Our systems are secure and regularly backed up. The images are easily retrievable from anywhere in the world."

Media Storehouse has access to 24 hour support through Star's Managed Technology Services Division. Should anything go wrong, Star will resolve all issues, allowing the in-house team to focus on business development.

### Looking to the Future

Matt concludes, "Media Storehouse has invested significantly in Star but it's a cost worth paying. Thanks to Star, we have the infrastructure in place to grow as the business develops. We are hoping to add to our client portfolio with additional sports and media brands in the near future. We have the right technology, and technology partner, in place to facilitate our growth."

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