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**Case Study:**  
Replacing an Existing In-House  
Studio





The nation's largest jet engine manufacturer, based in Cincinnati, faced a drop in demand that forced it to radically lower its costs. Finding a way of outsourcing its internal photo studio, which had been in existence for more than 40 years, was one of these radical measures.

The company's jet engines are built for both government and commercial aviation industries. These highly regulated customers require photographic documentation of all processes, design through manufacturing. High-end photography for press releases and marketing materials was also needed. Additionally, photography was used for numerous internal activities: award ceremonies, passports, labor relations, security matters, historical documentation and internal communication.

### Critical issues

- \* An outsourcing solution must reduce costs and internal head count.
- \* Service levels must be higher than existing in-house studio to reduce do-it-yourself by high-cost engineering staff.
- \* Hourly rate must be all-inclusive so that users clearly understand the cost of their requests. Under the existing in-house system, staff photographers were not billable to internal users and were seen as "free," creating unneeded photography.
- \* All equipment necessary must be provided by vendor.
- \* Photographers have to be available 24-7, and work in multiple locations. Staffing must be flexible with increased personnel available on short notice.
- \* No user-accessible archive system exists. A digital asset management system must be developed and maintained by vendor.
- \* Digital-imaging services must be provided including digital photography and retouching.

## Capabilities

OMS OnSite was chosen because of its demonstrated expertise and flexibility. Additionally, we provided a clear plan and timetable for meeting both their short and long term requirements.

## We Provided

OMS OnSite provided three staff photographers, and trained a number of others on our staff to meet short-term peak requirements. We supplied digital cameras, film cameras, lighting, film scanners, and workstations. We developed customized software to track hours and bill individual users.

## Results

- » By billing internal departments for photographic services we have virtually eliminated unneeded photography, thus dramatically reducing cost. Eliminating the “free” photo staff forces users to better organize and manage their photography needs.
- » Costs are reduced further by either eliminating or re-purposing their two photo studio managers and two photographers.
- » Image quality is increased to the highest international standards. For example, OMS OnSite successfully shot images for an international advertising campaign for the Paris Air Show. Using OMS OnSite reduced a six-figure photo budget, suggested by the company’s ad agency, by 80%. Another example of the quality delivered is that images shot by our photographers, working daily at the company, regularly appear on the cover of international aviation magazines.
- » OMS OnSite rotated many of our staff around a core staff to keep things “fresh.” This creates a reserve of trained photographers that help in periods of peak demand and can alleviate some of the stress created both environmentally and by the 24-7 schedule. This flexibility allows the company to meet nearly all of its photography needs at our low hourly rate.
- » The client’s OMS OnSite studio is now 100% digital, eliminating the film and processing costs that the customer paid to another vendor.
- » OMS OnSite provides Photoshop® and color correction services on an hourly rate basis.

» We have implemented and maintain an intranet archiving system accessible to users throughout the company. The system reduces re-shoots of existing photographs and reduces demands for new shots as many previous photos can be used for new purposes.

» We have developed new processes which have greatly increased the efficiency of the studio and have lowered overall costs while increasing both the volume and quality of the photography.

**OMS OnSite**

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