



Why Do Organizations Choose OMS OnSite?



Existing Creative Resources vs. In-House Photo Departments

In today's challenging economy, in-sourcing with OMS OnSite gives you top-notch capabilities and capacity that fits your needs without overhead, volume or personnel commitment, capital investment, resource allocation or management headaches. If you are an agency or studio or even some structures of retailer or manufacturer, your OnSite can become a creative profit center, with income from marking up to outside or internal clients and from usage fees since you own all the images from inception.

OMS OnSite addresses all your overhead, volume or personnel commitment, capital investment, resource allocation and management issues, and aligns our success with your success.

Photography, for example, is a highly skilled craft that requires a great deal of technical expertise. In most organizations strong business managers do not have the technical background to effectively manage the photographic process. On the other hand, managers who are photographers themselves may be overly stretched to manage the business function of the studio as they also perform their true technical functions. This is very similar to the problem that managers have in leading IT departments.

Employees who are photographers often do not have the skill set to contribute in other functional areas of their firm. This lack of advancement opportunity means that many who remain in their job for a long time become stale or will leave their job in search of more opportunity elsewhere. This leaves most firms with either a highly paid (longevity = many pay raises) but often underutilized in-house photo department or with a high-turnover, low-skill department.

Cost allocation is a difficult problem with most in-house studios. Photography, for instance, is often budgeted on per project basis or not at all. This lack of clear cost data makes improving efficiencies difficult and generally leads to over- or under-capacity in the studio. Internal customers often make high demands of the studio because it has no impact on them personally or on their budgets.

High-grade equipment is a capital investment that takes resources away from more central investment opportunities, especially when the frequent upgrades required by today's changing technology are added. Management time is spent evaluating expenditures and often upgrades are denied, or put off. Conversely, state-of-the-art equipment costs are high and do not take advantage of the buying/negotiating power that a larger, dedicated studio has in acquiring the latest in technology. For example, the Red One® video camera, while much reduced in price compared to its

non-ultra-high-res predecessors, is still a significant investment, and has a waiting list of more than a year. OMS provides the latest equipment needed to do great quality work for you.

Capacity and flexibility are also issues with in-house studios. The tendency is to judge per-hour cost as the staff's salaries/benefits divided by total hours on the payroll, however the more accurate rate is salary/benefits divided by actual time active. In-house studios classically have significant downtime, which is costly as studio staff are on your payroll all of the time. Adjusting the size of the staff is an ordeal as it involves hiring, training and terminations, and frequent repurposing can be a costly headache.

Some in-houses have a studio set up and bring in freelancers when needed, but this can result in a lack of consistency, communication and issues with availability. It tends to result in a hybrid of the two traditional alternatives to OMS OnSite, but rarely achieves "the best of both worlds." Again a paradigm shift involves something more different than hybrids, like cars that take neither gas nor standard electricity sources. Wind, water and solar power are closer to paradigm shifts, and more analogous to the OMS OnSite.

Existing Creative Resources vs. Traditional Outside Creative Service Suppliers

Using outside services is the most expensive way to buy photography and most other creative resources. The overhead a large, traditional outside studio supports and the infrequency of each client's shoots, since they often use a stable or handful of suppliers, makes the cost radically higher than shooting in-house.

For much smaller volume users, this approach can still make sense. However, OMS OnSites do not need to be busy at full or even three-fourths capacity for the model to work well for both you and OMS. We only need it to be busy on the average about half to two-thirds of the time to make sense as an investment for us. Nor does the volume of work need to be spread evenly throughout the year. We take "lumpy" workflows in stride, as we are focussed on long-term returns. Furthermore, we are eminently flexible. We have on occasion placed a shared staffer at two different OnSites – between two clients who are close to each other, and where each receives the OnSite services roughly half the time – with great success.

A larger hidden cost of using outside suppliers is the inconvenience and

Paying for traditional outside services means helping to cover their downtime costs. With an OMS OnSite, you only pay for the hours your OnSite staff is directly working on your behalf.

interruption in workflow that occurs when samples, prototypes and people are removed from the workplace to attend off-site shoots. Those attending shoots sometimes welcome whole days out of office, but the hidden costs can be great. Approvals and input from managers upline are immensely easier as well when the shooting is happening in the client's building. Prototypes and limited samples are invariably needed in multiple places at a time during today's fast development cycles, and off-site shoots and other work incur both time away from other users and more danger of damage or loss.

Of course, as mentioned above, with an OMS OnSite there are neither contracts nor exclusivity requirements, so you still have the option of using your favorite other resources/suppliers whenever you want. While we are highly capable at supplying all your creative needs, and are working to maximize your savings and convenience, we also know many clients like to keep control of the overall process. We recognize change does not have to be total to be a great thing.

Our clients tell us that prior to its implementation they could not fathom just how convenient the OnSite would be to them. And the talent, quality, convenience, low cost and added revenue from mark-up and incoming usage fees can actually create positive changes in your work patterns and opportunities – productivity and business building are often boosted in ways previously unimagined.

How: the OMS OnSite Solution

With an OMS OnSite, you have the luxury of in-house convenience, low cost and profitability, with new capabilities, tools and resources.

Your OMS OnSite changes the dynamics of traditional in-house resourcing. Your OnSite creative talent are employees of a company of creatives who are also seasoned, expert managers of creatives. They are directed by experienced managers with great technical expertise. Their skill-set allows them to advance at OMS OnSite and our revenue sharing plan gives them the incentive to provide the highest level of service to your company.

Unlike with outside suppliers, you now have the luxury of in-house convenience, low cost and profitability and new capabilities to add to your own stable of tools and resources. You will find yourselves using your OnSite staff to do not only some or all of the the work that was sent out before, but also doing new types of work that either couldn't be justified because of high outside costs, or was maybe done in a makeshift way by other staff members not specialized in that process, taking them away from their real responsibilities.

*Who currently has an
OnSite studio?*

*World's Largest Aircraft
Engine Manufacturer*

Procter & Gamble

Landor

Totes

BrandImage

FRCH Design Worldwide

Northlich

Sterling Brands

Barefoot

Deskey & Associates

Your company now has access to a best-of-breed firm that provides creative services to Fortune 50 companies, direct-marketing companies and world-class design and advertising agencies. Staffing is now flexible and capacity is matched to your needs.

With access to new technology, specialized knowledge and cost data, your organization can greatly improve its workflow. This produces savings, quality, documentation, plus offers better backup and control of your business.

Your OnSite studio is continuously improving its technology and processes, and adding capabilities. It is a partner that recognizes it only succeeds as your company succeeds. With OMS OnSite, you have a long-term partner who supplies services at a predictable, low-cost, high-value, long-term price, and helps build your business through added capabilities, capacity and profit streams.

About OMS and OMS OnSite

OMS has been supplying commercial photography since 1986, and helped lead the evolution to high-end digital cameras. OMS also led the industry in the merger of photography and digital manipulation, beginning in 1993. OMS currently has 32 full-time employees in twelve different locations.

OMS OnSite, a subsidiary of OMS, was started in 1995. The OMS OnSite studios supply imaging and other creative capabilities, including photography and digital post-capture processes, at our clients' locations and at our home studio. Our OnSite staffers supply our clients with basic product, beauty product, exploratory, location, and people photography for PR, print, packaging, collateral, presentation, FSCI, web, documentation and portfolio.

We also offer graphic design, digital videography and editing, production, post-production, and strategic planning as we create, fund, staff, maintain and manage dedicated creative studios on our clients' premises.

Since our goal is to help you maximize your business' success, we customize the creative talent and equipment to your needs, with flexibility built right in. Abilities, personalities and experience are different for every staff person; our success lies in matching you with the creatives that fit your situation.

We attract and maintain our high level people by offering great compensation and benefits. Their continued happiness and well-being is also crucial to our success.

"I said no consistently for almost two years when asked about setting up an OnSite studio. What was I thinking?" – Donovan Perkins, former EVP Chief Creative Officer, Northlich, currently CEO, LifeSize Creative.

Step Outside the Box; Give Us a Try!

If you think our argument for OMS OnSite sounds too good to be true, you're in good company. That's what every one of our current OnSite clients told us... at first. Now, however, none of them can imagine being without it.

We know it's a real game-changer. But we also know that if our fit with your company is good, you can benefit enormously from making the paradigm shift. That's why we have a very simple request: contact us, and let's talk.

Let's determine if there is a good fit. We'll answer any and all your questions, from the pragmatic to the esoteric. And we'll give you concrete examples of how an OnSite can work to your advantage. Then, if we're in agreement, we'll install your OnSite and let you try it for 60 days... at no cost. That's how confident we are that you will be not just pleased, but exuberant about continuing the relationship.

Do it today. Give us a call.

Contact us today:

TJ Vissing

513-579-1777

tjv@omsphoto.com

www.omsonsite.com