



Living with the System 1,000 to 10,000 Users in Less than 6 months

The screenshot displays the bpimageshop.com website interface. The top navigation bar includes the BP logo and the tagline "an image for every occasion". Below the navigation, there are search filters and a search bar. The main content area shows search results for "13021.jpg", including a grid of image thumbnails and a detailed view of the selected asset. The detailed view includes metadata such as Job Name, File Name, Description, Copyright Year, and Digital Rights. A table at the bottom right of the detailed view lists properties like Directory Version, Caption/Abstract, and Keywords.

Tag	Property
Directory Version	1
Caption/Abstract	BP Annual Report 2001 Egypt
By	lme
Object Name	13021
Keywords	BP Annual Report 2001 Egypt

OVERVIEW

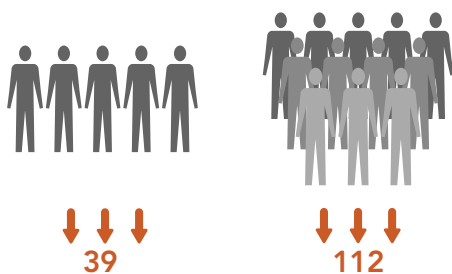
BP is one of the world's largest energy companies providing its customers with fuel for transportation, energy for heat and light, retail services and petrochemical products for everyday items. BP has over 100,000 employees in 100 different countries.

SDA has been providing support for BP's media archive, ImageShop, for more than 5 years. Within that time BP built up a library of over 9,000 assets organized into one database where users search by keywords, categories, locations, businesses, dates, authors and collections then retrieve files and download them from any desktop 24/7 with no supporting software.

After successfully installing SDA Visual on its servers, BP wanted to maximize the value of its media assets by increasing the number of employees that access the site and the number of assets the users downloads. At that time, there were 1000 users searching and retrieving assets from Imageshop.

STRATEGY	RESULT
To implement a Single Sign On Authentication Process allowing BP employees to automatically enter ImageShop without registering	BP's user base grew from 868 users to 10,021 users within 6 months. We expect this number to double after an internal marketing campaign launches in April 2006
To enhance the search process enabling users to more easily retrieve assets.	On any given work day users download over 130 files a day up from 39 files a day
To further reduce time & money spent identifying, searching, retrieving, distributing, purchasing and/or re-creating media assets	Over 10,000 BP users benefit more with the ability to access existing assets without incurring any costs
To compliment BP's branding efforts by allowing BP users to access brand assets consistent with it's look and feel	Centralizes over 9,000 assets with no limits to the number of users that may access the library

“BP’s expanding digital photographic library is of enormous value to the company, and it is essential therefore that this asset is held on a secure and reliable system, and that the material can be searched and downloaded effectively by our employees,” says Barbara Peen, manager, news publications and executive events BP.



	July - 2005	December - 2005
# of Downloads per work day	39	112
# of Users	868	10021

