phomas
photography management

PHOTO STUDIO MANAGEMENT

RETOUCHING MANAGEMENT

GENERATING IMAGE VARIANTS

AUTOMATED DELIVERY

PHOMAS
THE GLOBAL PHOTOGRAPHY MANAGEMENT SYSTEM FOR BRAND OWNERS AND RETAILERS

Millions of consumers worldwide are increasingly shopping online owing to progressive digitalisation, resulting in a steadily growing global e-commerce market. By 2023, the worldwide turnover of online sales via e-commerce platforms in the retail industry was estimated at $6.3 trillion, which represented 20.8% of all retail purchases. By 2026, the total global e-commerce market is projected to reach $8.1 trillion, with 24% of retail purchases made online via e-commerce. E-commerce is the sales channel of the future, enabling retailers to reach their global customers more and more successfully.

Organisations strive to take full advantage of the e-commerce market's worldwide growth. High-quality product photography is one of the most important factors in increasing e-commerce revenue and improving brand positioning. The quality of product photography plays a crucial role in reducing high return rates and optimising the customer journey, and it is the key to the successful global growth of your e-commerce market.

Successfully integrating product photography into your organisation
Nowadays, high-quality product photography is not only relevant for the e-commerce market of organisations but also for all kinds of internal systems such as ERP, PIM and DAM systems. Furthermore, e-commerce is no longer limited to an organisation's own e-commerce platform. Partner sites, wholesalers, retailers, and online marketplaces such as Amazon and Zalando all need image material that meets their own requirements. Ensuring that product photography is structurally and successfully integrated into your organisation requires a specialised strategic partner with the knowledge and tools to make sure that every part of the e-commerce photography process functions properly. The goal is to obtain optimal and consistent product photography on all relevant e-commerce platforms and systems.

Linx IT Solutions, a global partner in e-commerce
Linx IT Solutions helps companies around the world successfully digitalise their marketing activities.
We are specialists in digital marketing transformations and know better than anyone what is happening in the global world of retail and e-commerce. Our innovative digital technologies enable companies to grow sustainably and create a substantial competitive advantage. We effectively respond to the latest developments in AI and personalised marketing. Linx IT Solutions offers global brand owners and retailers a unique and integrated e-commerce photography management system, **Phomas**.

Phomas, the photography management system for retailers
Phomas is a global e-commerce photography management system developed in collaboration with one of the world's largest fashion brands. It allows you to digitise and optimise your product photography for all your active e-commerce channels. Phomas from Linx IT Solutions enables your organisation to respond effectively to the globally growing e-commerce market. Our revolutionary platform ensures state-of-the-art development, production, management, and distribution of your product photography. Our specialised support team guarantees efficient implementation and an optimal, internationally functioning platform 24/7.

Phomas optimises your product photography throughout the entire production process, from pre-production to global distribution, resulting in the best images at lower costs, a reduction in return rates, and a substantial improvement in customer journeys.

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PHASE 1: PRE-PRODUCTION AND PRODUCTION OF PRODUCT PHOTOGRAPHY

A highly demanding modern e-commerce market

The global e-commerce market is dynamic and constantly changing. Some 10 years ago, retailers were still entirely focused on their own online e-commerce sales channels. Today, retailers worldwide are increasingly working together, using various partners and online marketplaces as sales channels.

Operating internationally, we see that many retailers in the current e-commerce market find it difficult to develop high-quality product photography that can be used consistently and efficiently on their own channels and those of their various partners. All collaborating retail parties have their own technical specifications for product photography and increasingly demand that the images to be supplied comply with their own branding and design.

Phomas offers the following benefits in the pre-production and production processes:

- The product photography always represents your current offering
- Real-time insight into the progress of the product photography
- Support from multiple suppliers and production partners
- More control over the quality and the look and feel of your product photography
- Reduction of the time-to-market
- Increasing cost-effectiveness

Due to the multitude of requirements that product photography must meet, here are the following common issues among retail organisations worldwide:

- There are often too few well-qualified employees to meet the high demand for diverse product photography

- Product photography involves working with different production batches, which leads to an inefficient and time-consuming process

- There is a lack of central overview and management, which makes tracking the progress of ongoing photography productions difficult

- The fragmented demand for product photography makes it difficult to budget e-commerce costs efficiently

- The lack of central image storage makes reusing specific images tedious

Organisations often place high demands on the quality of their product photography. With Phomas from Linx IT Solutions, your product photography can exude the same high quality on all e-commerce platforms used, as well as meet the varying requirements of your partners.

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Lower return rates, higher conversion

Product photography is an essential element for successful online sales because it influences the perception, engagement and conversion of customers. According to a Statista survey, the most common reason for returning online articles is that they do not meet expectations. This may be due to inaccurate or misleading images of the products, which do not reflect the true size, shape or colour of the items.

Optimised product photography provides clear, consistent and realistic images of your products, giving customers a proper picture of your products and allowing them to make better-informed decisions. It ensures a structural increase in the conversion rates of your e-commerce market and a substantial reduction in return rates. Quality product photography also contributes to a positive brand image and increases the trust and loyalty of your customers, resulting in an optimal customer journey and a sustainable increase in your e-commerce revenue.

Effective content sharing from a single source file

Many organisations collaborate with various international production parties for their product photography, which often leads to a suboptimal production process, a multitude of different images, a lack of progress overview, and an inconsistent brand image. By having all parties within Phomas work together, we provide consistency and insight. Phomas has a unique functionality that allows innovative AI tools to generate derivatives of source images that meet all third-party specifications. Since these processes are fully automated, your organisation's studio management is not burdened with them. This provides your organisation with cost-efficient product photography of the highest quality that communicates optimally on all e-commerce platforms and systems on which your organisation is active.

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Unique integrated sample tracking

A characteristic of e-commerce product photography is that a large number of samples that are sometimes comparable are supplied for photography shoots. In many organisations, control over these deliveries is suboptimal, which leads to a confusing and inefficient process. In addition to photo shoots for product photography, there is often a commercial interest in also using the samples for other purposes within the organisation, such as for advertising campaigns and in-store presentations. Phomas has an integrated sample tracking module that can be used to check whether the samples are available in the photo studio and, if not, where they are located (in which department or store, or at the head office). This guarantees a smooth photography process, and your organisation benefits optimally from the various commercial purposes for which the samples can be used.

Targeted and efficient photography

Phomas not only relieves the photo production process for your own organisation but also makes work easier for photographers worldwide. Almost all professional photographers use the PhaseOne software CaptureOne for their photo shoots, and Phomas can easily be linked to this system. Phomas clearly displays assignments to photographers, specifying the number of angles of view that must be photographed per product group. Orders and image requests are automatically generated in the system based on a product list. Phomas automatically takes into account the specifications of all e-commerce channels that your organisation uses and the use of product photography for your internal systems. From Phomas, the photography commands are passed on to CaptureOne so that the images selected later are automatically given the correct name and imported into Phomas with the correct image request. Phomas from Linx IT Solutions enables your organisation to seamlessly meet the high global demand for a wide range of product photography and provides a substantial boost to the quality and consistency of your global brand image.

Smart integration of copywriting and product photography

In addition to product photography, high-quality and relevant copy for the images of your products is crucial for optimal results on e-commerce channels. Copywriters benefit greatly when the actual product, rather than just a sketch or image of it, is available to ensure an effective combination of copywriting and product photography. In fact, parallel production of copy and photography speeds up the production process, saving your organisation valuable time on developing briefings with product descriptions and unnecessary proofreading. Phomas has a copywriting and translation module that allows your organisation to efficiently combine copy with product photography. The copy is multi-functional and can easily be shared with integrated PIM, ERP and cash register systems. For external copywriters and translators, there is an MS Excel import and export function to make the process as simple as possible, allowing them to fully focus on the quality of the copy and the desired tone of voice for your brand. With Phomas, an optimal interaction between copy and photography is assured, so you can be sure that your customers are well informed about your products. The result is higher conversion rates, a reduction in return rates and optimal sales results on all global e-commerce channels.

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PHASE 2:
POST-PRODUCTION

In the post-production phase, the product photography of your organisation is literally and figuratively given the finishing touch. Linx IT Solutions believes that an efficient organisation of the post-production of your photography can contribute significantly to the desired high quality and consistency of your organisation's brand image. Phomas ensures the consistent appearance of your product photography through tight automatic control of post-production. It also brings together suppliers and retouching studios worldwide in a single, clear photography management system and connects their creative value with the latest digital technology in a targeted and efficient manner.

Automatically importing images

After producing your product photography, Phomas guarantees a smooth, fully digital post-production process. Once the product photos are in CaptureOne, the images that have been selected and may have been corrected for colour and/or cropping are automatically imported to Phomas from a local share. This makes the upload process from the photo studio a simple operation that is largely automated, saving your organisation valuable time in coordinating photography production with post-production.

> ## Phomas helps your organisation optimise your e-commerce conversion with high-quality product photography suitable for:
>
> - **Product-only photos:** images that show the product on a plain or neutral background, usually in a grid or list view, which can emphasise the specific shape, size, colour, and texture of the product.
> - **Lifestyle photos:** images that show the product in use or in context, on a model or in a certain setting. It is ideal to show how the product looks in a certain situation, how it fits with other items and create an atmosphere or story.
> - **Detail photos:** a close-up or zoomed-in images of the product's features.
> - **Video of panoramic photos:** images that show the product in motion or from different perspectives, usually in a carousel or zoom view. It is perfect to provide consumers with an attractive overall view of the product.

Centrally managing retouching assignments

Photographed images can easily be post-processed within Phomas to ensure that they are 100% in line with your organisation's desired appearance. The final minor cosmetic corrections and final colour matching are done in this post-production phase. Phomas has flexible workflows that optimally take into account the different working methods of your various partners in the post-production process. All existing and potential suppliers and retouching studios can easily be connected to Phomas, so that your organisation can efficiently and effectively manage their retouching assignments in a central manner.

Quality assurance through an online approval system

Once the final image processing is done, the images are read into Phomas again to request approval. The client within your organisation provides feedback via an online approval request. Images that require correction are sent back to the relevant image editing partner. Approved product photos are immediately made available for download or sent to all global suppliers your organisation works with.

Automatically generating image variants

Phomas offers advanced tools to ensure that the product photography meets the unique specifications of online marketplaces and partner sites and is able to automatically generate variants. The unique crop and conversion module offers numerous options to fully automatically generate images with a different crop and/or width-height ratio from a source file, adjust background colours and much more. Additional image processing for specific delivery channels can be carried out efficiently, resulting in a flawless post-production of your product photos that meet the various requirements of your global partners and the high quality requirements of your organisation.

PHASE 3:
DISTRIBUTION OF PRODUCT PHOTOGRAPHY

Phomas offers you an innovative and efficient global distribution platform that can be flexibly integrated with your organisation's existing systems. Phomas technology allows you to optimise the entire distribution chain of your product photography through an integrated omni-channel approach that reaches customers worldwide better than ever before.

State-of-the-art distribution platform

Once the automatically generated image variants and all image versions of a product have been approved for delivery, their distribution can be done entirely automatically, either per individual product or as a batch of different products. In doing so, partner sites, wholesale customers and marketplaces can obtain their images from the same source files. Phomas lets your organisation easily benefit from global image resale and reuse. Due to the high quality of the source images in Phomas, marketing productions can also benefit from the product photography of e-commerce shoots. And also the other way around: photos produced for national and international campaign shoots or lookbook shoots can be used via Phomas as additional images for e-commerce purposes.

Automatically publishing in DAM via Retailware

The Retailware marketing platform from Linx IT Solutions has a DAM module that allows you to share the images generated by Phomas with your organisation and/or authorised partners. In addition to posting images, various product features available within Phomas can be included as metadata or as a feed for the Product Control Center. Thanks to seamless integration, implementing Phomas and linking existing internal systems offer a unique total solution.

The added value of Phomas and Retailware

Phomas is an e-commerce photography management system that optimises your organisation's product photography internationally, independently of other systems. In addition, Phomas collaborates optimally with Retailware, a unique global online marketing platform. Retailware from Linx IT Solutions digitalises your marketing production process at all levels, allowing you to optimise the entire marketing chain, from concept to distribution, in addition to your product photography. Customised solutions for the development, production, management, and exploitation of digital marketing resources mean structural cost savings, a reduction in time-to-market, and a substantial improvement in the customer journey.
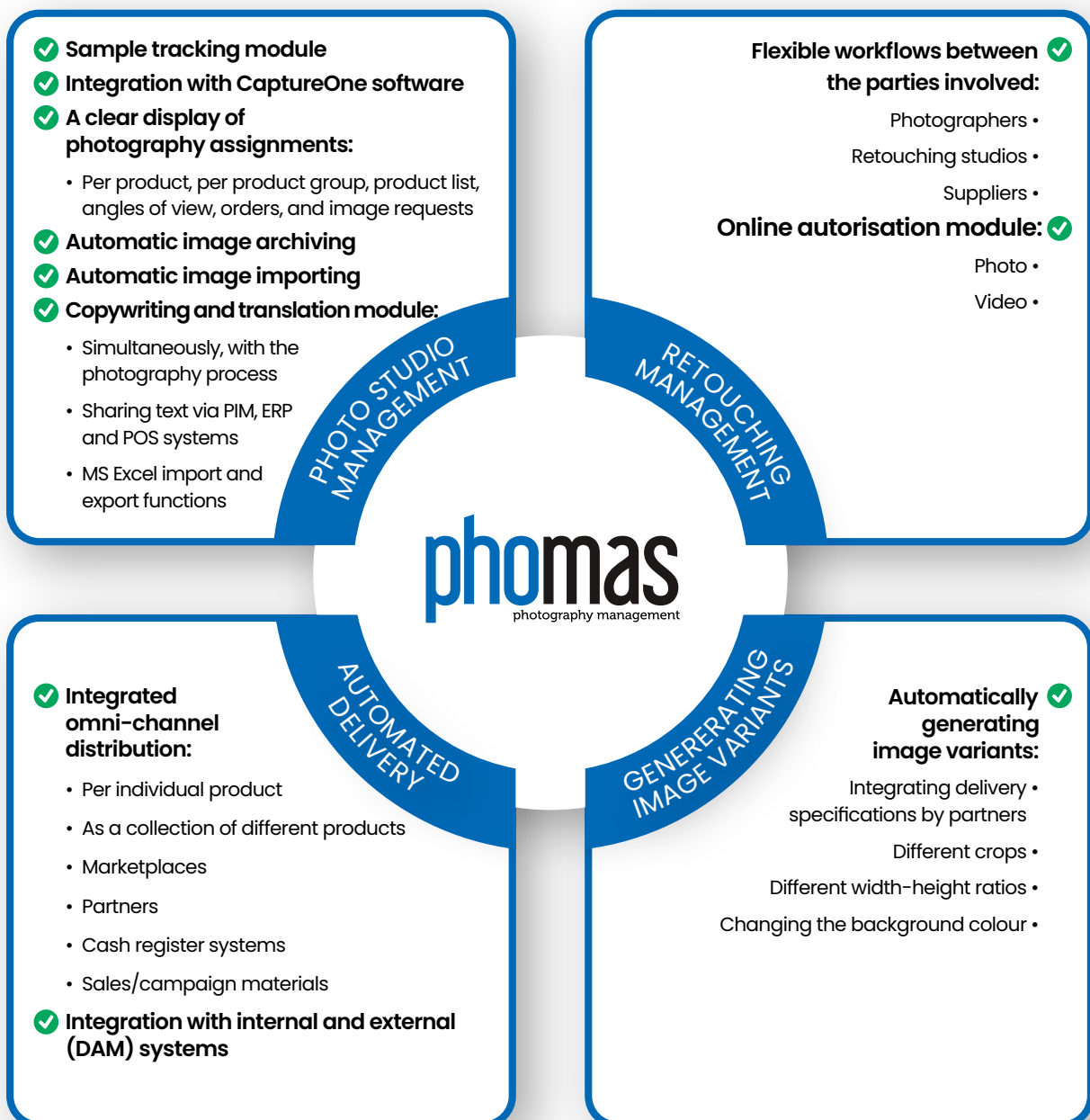
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Phomas: a picture is worth more than a thousand words

At a time when e-commerce is an increasingly important sales channel worldwide, Phomas offers you a unique platform to optimise your product photography. Phomas makes the photography process more efficient from start to finish, which translates into substantial cost savings. The innovative technology of Phomas stands for high-quality product photography that can be used effortlessly on all e-commerce platforms and internal systems from a single source file.

Want to know more?

If you want to know more about Phomas and are curious about what this innovative photography management system can do for your organisation, contact sales@linx-it.nl or call +31 (0)294 465 000.

PHOTO STUDIO MANAGEMENT

- ✅ **Sample tracking module**
- ✅ **Integration with CaptureOne software**
- ✅ **A clear display of photography assignments:**
  - Per product, per product group, product list, angles of view, orders, and image requests
- ✅ **Automatic image archiving**
- ✅ **Automatic image importing**
- ✅ **Copywriting and translation module:**
  - Simultaneously, with the photography process
  - Sharing text via PIM, ERP and POS systems
  - MS Excel import and export functions

RETOUCHING MANAGEMENT

- **Flexible workflows between the parties involved:** ✅
  - Photographers •
  - Retouching studios •
  - Suppliers •
- **Online autorisation module:** ✅
  - Photo •
  - Video •

AUTOMATED DELIVERY

- ✅ **Integrated omni-channel distribution:**
  - Per individual product
  - As a collection of different products
  - Marketplaces
  - Partners
  - Cash register systems
  - Sales/campaign materials
- ✅ **Integration with internal and external (DAM) systems**

GENERERATING IMAGE VARIANTS

- **Automatically generating image variants:** ✅
  - Integrating delivery • specifications by partners
  - Different crops •
  - Different width-height ratios •
  - Changing the background colour •

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ABOUT LINX IT SOLUTIONS

Linx IT Solutions is a worldwide pioneer in automated marketing solutions. We work with our own integrated marketing cloud platform that combines all functionalities. Our one-stop shop avoids the need to use various systems for creating standalone productions, as no data needs to be transferred from one system to another.

This tailor-made technology infrastructure is supplemented by external services that best match the internal structure of your organisation. Existing suppliers can be connected as process partners on the online marketing platform. Linx IT Solutions offers a digital highway to online customised solutions for the development, production, management, and use of digital marketing materials. Various global brands successfully use our software solutions.

As a process partner, we are often directly involved in the project teams that have internal responsibility and formulate objectives. Where operational commitment is required to create content or to manage content, our operational support team is available. In this way, Linx delivers end-to-end solutions and ensures optimal use of the automation solutions within the total solution.