

SUCCESS STORIES IN THE ENTERPRISE

MassTransit®

USER PROFILE

Neil McCutcheon
Head of Catalog Production,
Christie's London

Use of MassTransit:
Global file transfers

User Since: 2005

Location: Global

Industry: Art

Christie's

Transferring Files Around the World

As the world's leading art business, Christie's publishes more than 600 high-quality catalogs every year to showcase auction items in over 80 categories, including fine and decorative arts, jewelry, photographs, collectibles and wine.

To produce these catalogs, Christie's needs to move more than 350,000 digital files between its photographers, sales offices and printers every year. With aggressive production deadlines, Christie's required dependable file delivery, but was continually hindered by traditional delivery methods, including CDs, DVDs and File Transfer Protocol.

"The process of moving files became as painful as you can possibly imagine," stated Neil McCutcheon, head of catalog production for Christie's. "We couldn't guarantee when, or even if, files would get to their destination." The inconsistencies and time constraints of these file delivery methods, forced Christie's to print all of its catalogs internally in order to meet the company's aggressive deadlines.

With 85 offices in 43 countries and 14 salerooms worldwide, Christie's required a digital file transfer solution that could support a strategic shift in catalog production and improve the way the company managed its entire catalog creation process – from photo receipt and pre-press to proofing and printing.

"Christie's catalogs are critical for showcasing our auction items, and we invest heavily to create the highest quality product possible," said McCutcheon. To achieve this quality and improve its catalog creation process, Christie's turned to Group Logic's MassTransit to overhaul its file delivery system and increase overall productivity.

Turning File Transfers into Strategic Business Processes

With a proven track record of managing mission-critical file transfers with guaranteed delivery and industry-leading support, MassTransit significantly reduces catalog production times by ensuring that critical images are delivered quickly and reliably to users around the globe.

MassTransit gives Christie's the ability to track and control its mission-critical files and provides real-time notifications on file status, ensuring accountability and visibility throughout the file transfer process. Regardless of whether files are being transferred by photographers, a Christie's sales office, or external vendors and printers, users can monitor the entire transfer process, providing them with the confidence that the files are reaching their destination and deadlines are being met.



“MassTransit is extremely reliable, which is critical given the very high volume of large files we move on a regular basis. Our users trust the system and know that files are reaching their destination as quickly as possible.”

MassTransit also provides Christie's with an easy-to-use solution that can be leveraged by all of its internal and external catalog production team members with minimal training. Users simply drag and drop files to a local server, which then conducts the file transfer. This process offloads the transfer from the users desktop and gives Christie's the ability to easily and consistently deliver large, graphic-intensive files to pre-press vendors and printers around the world. Now, Christie's no longer needs to produce its own catalogs, and instead sends production files to half a dozen printers worldwide.

“We now have the confidence that all of our files will reach their destination and all of our partners and employees will meet their production deadlines,” McCutcheon said. “MassTransit is extremely reliable, which is critical given the very high volume of large files we move on a regular basis. Our users trust the system and know that files are reaching their destination as quickly as possible.”

Further simplifying Christie's catalog creation process, Group Logic partners, Turning Point Innovation and IO Integration, created a customized Web interface that tightly integrates MassTransit with DALiM TWiST™, the Digital Asset Management solution in place at Christie's. Christie's photographers use MassTransit to upload photos into the workflow system and add critical meta-data for identifying images and their intended use. Pre-press, proofing and printing vendors then use this information to locate quickly the exact file they need and leverage MassTransit to deliver the file to its destination, allowing them to meet production deadlines. “This system eliminates a lot of manual work and is significantly increasing user productivity by speeding the filing and location processes,” added McCutcheon.

The Results

With global auction sales in 2006 that totaled £2.51 billion / \$4.67 billion, Christie's creates 600 unique, high-quality catalogs every year and relies on MassTransit to move 80,000 print-ready PDFs and more than a quarter of a million high-resolution images annually. With image sizes averaging 30 megabytes, MassTransit provides Christie's with the superior scalability, reliability and performance required to support high volumes of extremely large file transfers on a daily basis.

“Now with MassTransit, Christie's finally has an enterprise solution that is consistent, easy to use and speeds the file delivery process, giving us the productivity gains we require to support our global pre-press vendors and printers and meet the strict deadlines for each one of our unique catalogs,” said McCutcheon.

About Christie's

Christie's is the world's leading art business with global auction sales in 2006 that totaled £2.51 billion /\$4.67 billion. Worldwide sales for the first half of 2007 totaled £1.63 billion / \$3.25 billion, an increase of 32% by £ and 45% by \$ from the same period last year and highest half year sales ever in art market history. Christie's is a name and place that speaks of extraordinary art, unparalleled service, and international glamour. Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 600 sales annually in over 80 categories, including all areas of fine and decorative arts, jewelry, photographs, collectibles, wine, and more. Prices range from \$600 to over \$80 million. Christie's has 85 offices in 43 countries and 14 salerooms around the world including London, New York, Los Angeles, Paris, Geneva, Milan, Amsterdam, Tel Aviv, Dubai and Hong Kong. Most recently, Christie's has led the market with expanded initiatives in emerging markets such as China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Dubai, Mumbai and Russia. Christie's also offers its clients worldwide access to its sales through Christie's LIVE™, its unique, real-time online bidding service. Visit Christie's Web site at www.christies.com.

About Group Logic

Group Logic is the leading provider of network software solutions that enable customers to gain strategic value, increase productivity and leverage existing infrastructure investments through enterprise file transfer and Mac/Windows connectivity solutions. With nearly 20 years of unmatched experience, Group Logic's emphasis on customer success is the very core of its business. More than 3,000 organizations trust Group Logic every day to move and share their files around the world.

Group Logic offers two complementary product lines:

MassTransit Product Line: Enterprise software solution proven to transform digital file transfers into strategic business processes. MassTransit increases productivity and empowers users to manage all aspects of the file transfer process by simplifying the exchange of digital files, ensuring accountability and providing visibility into the entire process.

ExtremeZ-IP Product Line: ExtremeZ-IP File Server is the proven standard and most trusted solution for file sharing between Mac desktops and Windows servers, delivering no-compromise access and providing complete platform and application compatibility. ExtremeZ-IP Print Server delivers reliable integration between Mac desktops and Windows servers, creating a single-point of management for enterprise-wide printing.

For more information, visit Group Logic on the Web at www.grouplogic.com. Group Logic can also be reached at 800.476.8781 / +1.703.528.1555.