



Corbis

Picture Perfect Connections to New Revenue

Corbis is a world leader in digital media, offering the industry's richest array of digital image content. With more than 100 million images for sale, Corbis' eCommerce Web Site provides a single source for a myriad of creative projects, enabling innovation for advertising, corporate marketing and editorial clients.

The Challenge:

The amount of digital data for Corbis spans seven languages. For Corbis clients and potential clients, the ability to find the perfect image is challenging due to the sheer volume and variety of available images on the Web. The challenge would only intensify as professional content increasingly mixes with free and amateur content online.

Corbis needed to increase the relevance of millions of pieces of its intellectual property and allow customers to find and license images easily and efficiently. Corbis also required a way to boost potential revenue as advertising dollars move rapidly onto the web.

The Solution:

The FAST ESP dictionaries used by Corbis needed help to better organize and manage all of its assets with precision and flexibility for an evolving and fast-moving industry.

Corbis implemented the SchemaLogic Enterprise Suite (SES), the only enterprise solution capable of managing a large multi-lingual taxonomy and integrating it into FAST ESP dictionaries, seamlessly.

With SchemaLogic and FAST ESP working in tandem, Corbis positioned itself to develop and offer new product categories, quickly. It also gained the ability to be extremely specific with its content, which in turn, created opportunities to directly correlate content with advertising.

How It Works:

SES enables Tagging Vocabulary Management (TVM), a method of managing a flexible, responsive and dynamic vocabulary of tags describing Corbis media assets. Corbis uses SES to define relationships between tags and group content into new product offerings.

SES is integrated with Corbis' search engine, allowing customers to browse and search the image catalog. With a combination of speed and precision built into its protocol, customers can locate the perfect image quickly and accurately.

Challenge Met:

Corbis now combines the latest buzz words, catch phrases, and freshest imagery to create a contemporary and innovative search experience. Locating the perfect images results in the ability to extend the perfect ad to a target audience.

Now, Corbis can:

- ✦ Assure clients they will find queried media content quickly
- ✦ React to market trends
- ✦ Easily repackaging existing content without costly re-tagging
- ✦ Modify browsing capabilities, giving it competitive edge

By implementing SchemaLogic Enterprise Suite and the Adapter for FAST ESP, Corbis took huge, strategic strides within an industry that requires innovation and state-of-the art technology to compete and grow.