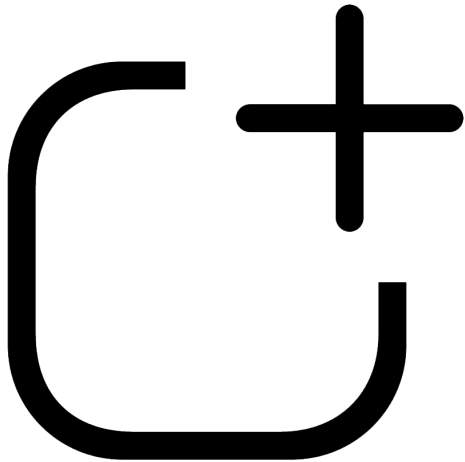
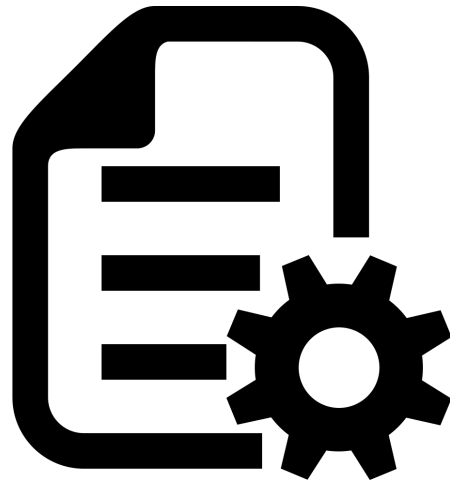


Digital Assets Action Plan for 2022

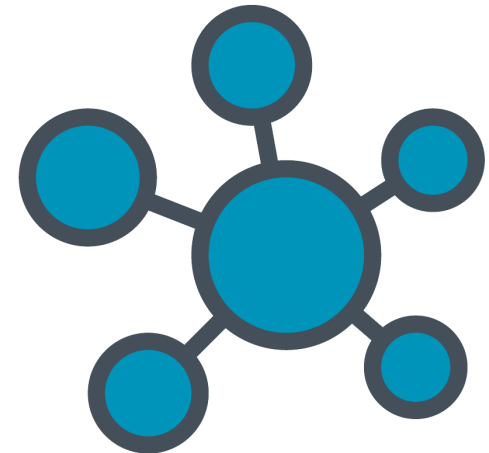
Create

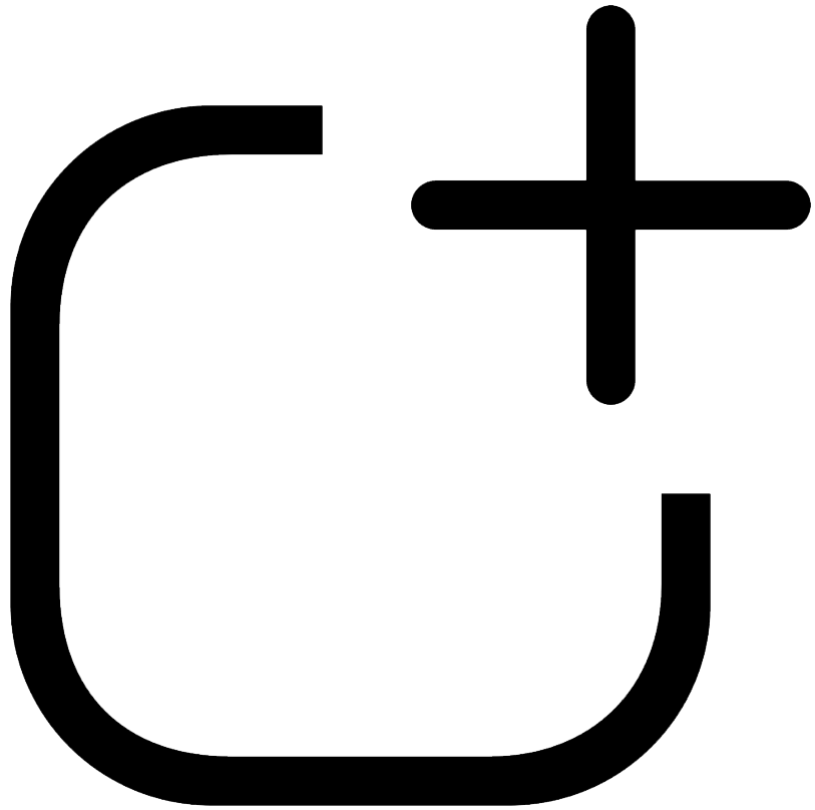


Manage



Distribute





Create Digital Assets

How will you produce your product images?

Key Considerations

- What is your product image strategy for your business?
- What is your image production budget?
- Which products require images?
- Which receivers need images?
- What image types and views do you need?
- Will you produce the images in-house or outsource?
- When do you need the images?
- How will you manage your digital assets?
- How will you get your images to your receivers?

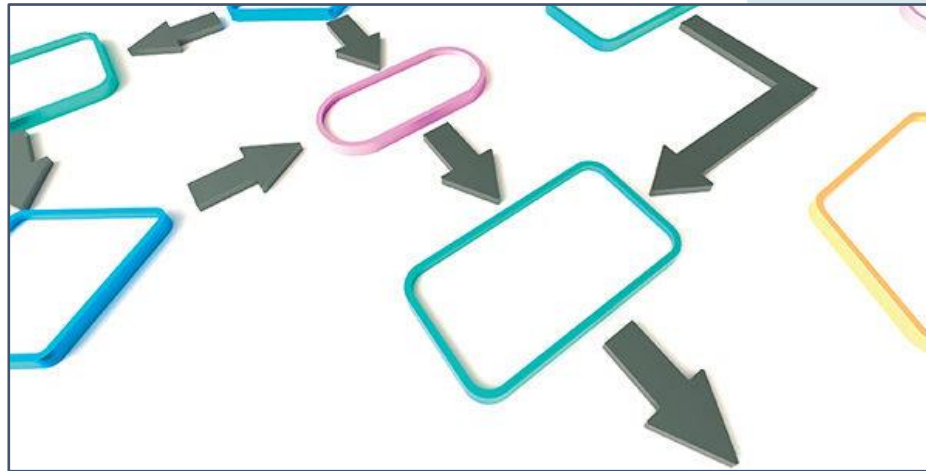


The Product Photography Focus

Image Requirements



Sourcing Products



Photography



Asset Types

Still/Static Images



360/3D Images



Other Asset Types

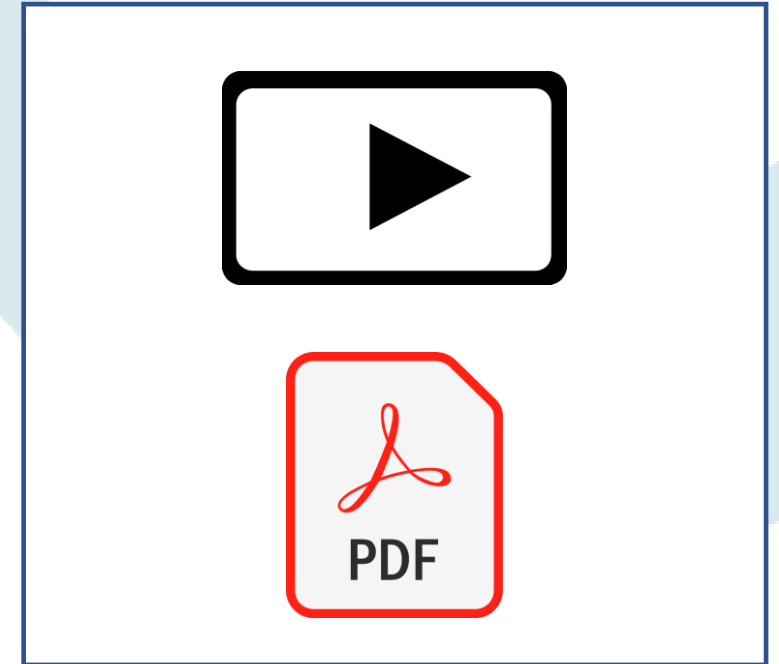
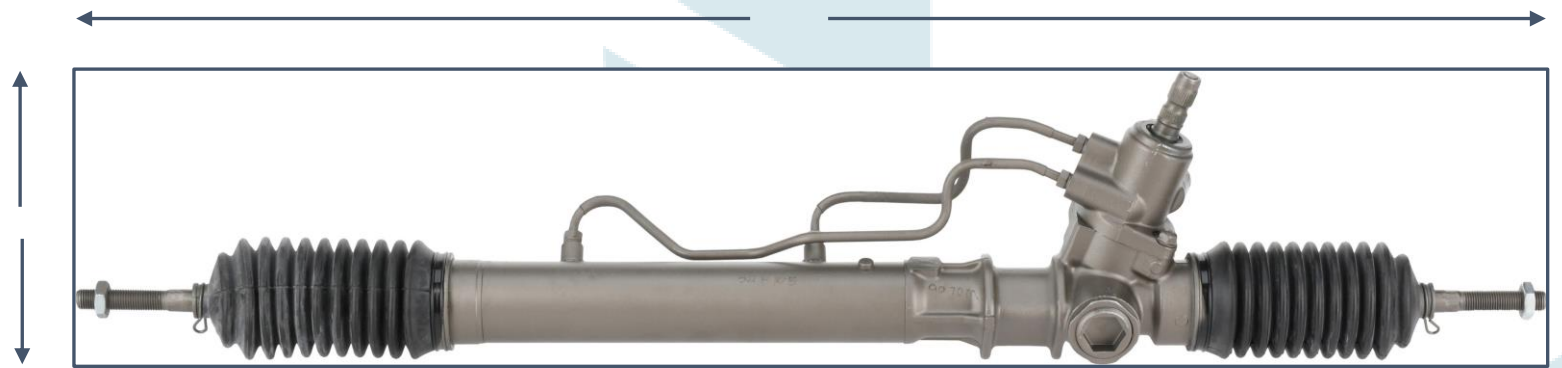


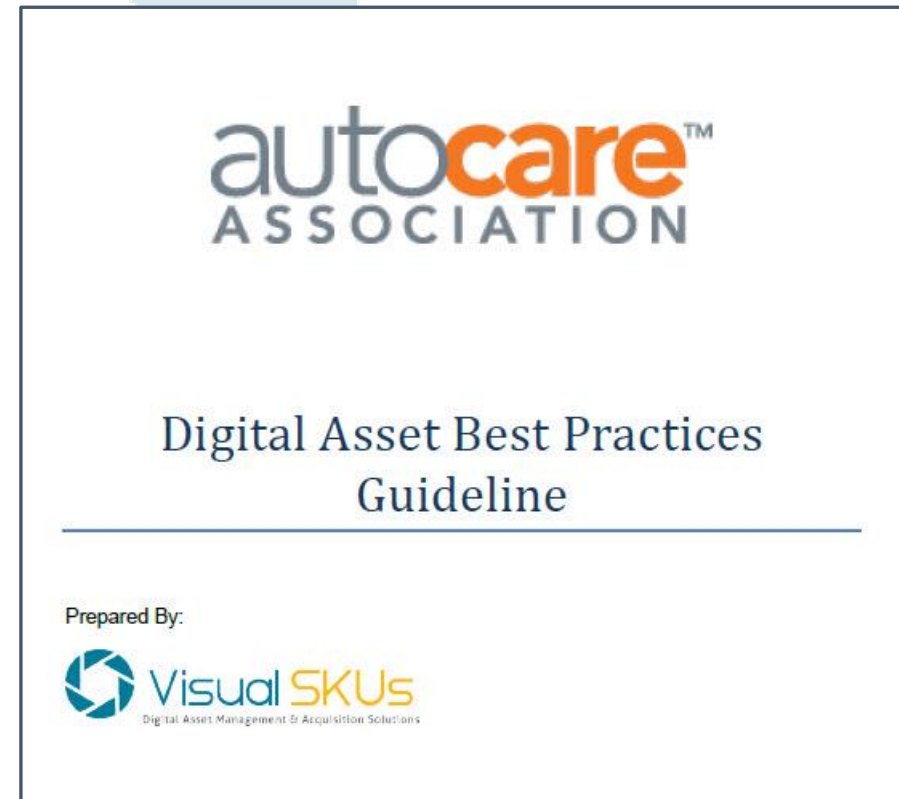
Image Dimensions



Data Governance

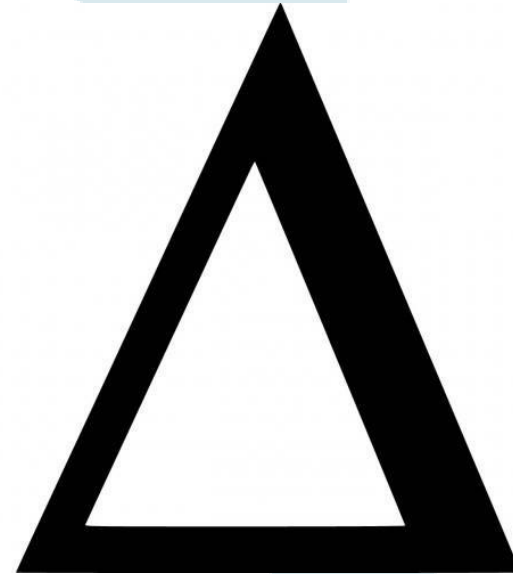


Industry Standards



What image specifications do your receivers & internal systems need?

- Image type – still/static, single-plane 360, multi-plane 360
- File format – jpg, tif...
- DPI – 72, 96, 300
- Dimensions – height and width in pixels
- White space
- Naming convention – files and folders
- Delivery mode – links, FTP, other methods



Most receivers have unique requirements, these change, check first, send second

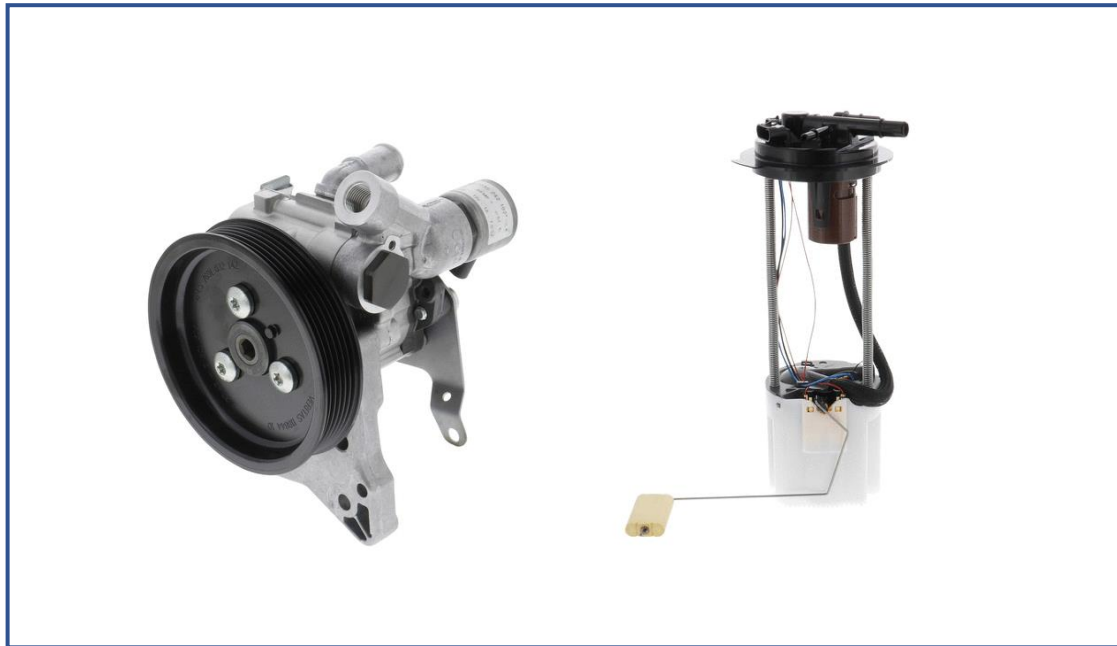
What image views are best for... Sales & Receivers & Internal Systems



Product images main purpose is to sell more of the right parts.

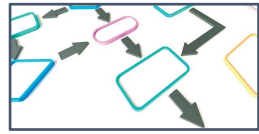
Industry trend and push from receivers – 360 product images

Single-plane 360s



Multi-plane 360s





Plan for product sourcing and delivery when either outsourcing or in-house photography

Product Location

Product Availability

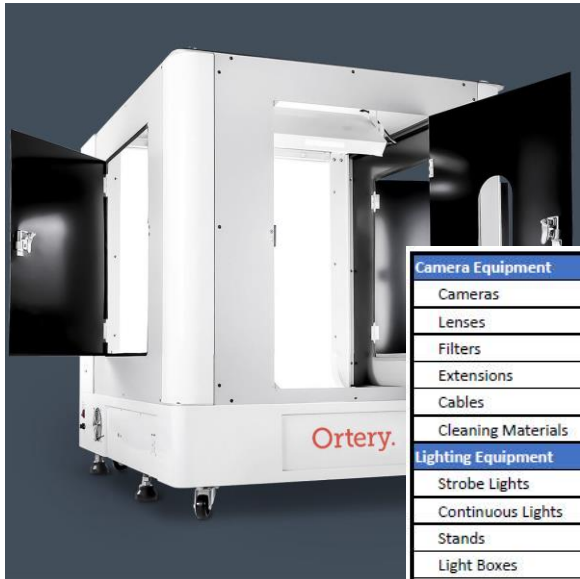
Product Preparation

Product Delivery

Product Return



In-house vs outsource is a big decision...



| Camera Equipment | 360 Photography Equipment |
|------------------------------------|---------------------------|
| Cameras | Turntables |
| Lenses | Light Boxes |
| Filters | Elevation Tables |
| Extensions | Prop Materials |
| Cables | Plexi Blocks |
| Cleaning Materials | Sticky Materials |
| Lighting Equipment | Miscellaneous Materials |
| Strobe Lights | Computer Equipment |
| Continuous Lights | Computers |
| Stands | Dual Monitors |
| Light Boxes | Rolling Workstations |
| Transmitters | Mouse-Keyboards |
| Receivers | Cables |
| Reflectors | Software |
| Umbrellas | Product Photography |
| Sand Bags | Project Management |
| Still Photography Equipment | 360 Image Capture |
| Photography Tables | Image Editing |
| Plexi Tops | Image Formatting |
| Camera Stands | FTP |
| Gear heads | Digital Asset Management |
| Extension Arms | |

In-house Key Considerations

- Is in-house product photography right for your business?
- Overall corporate buy-in.
- Equipment purchase and operations budget.
- Space required to set-up and operate.
- Resources & expertise required.
- Parts that require images.
- Equipment required for specific parts & images required.
- Product sourcing.



Image editing is one of the most significant tasks with product image production



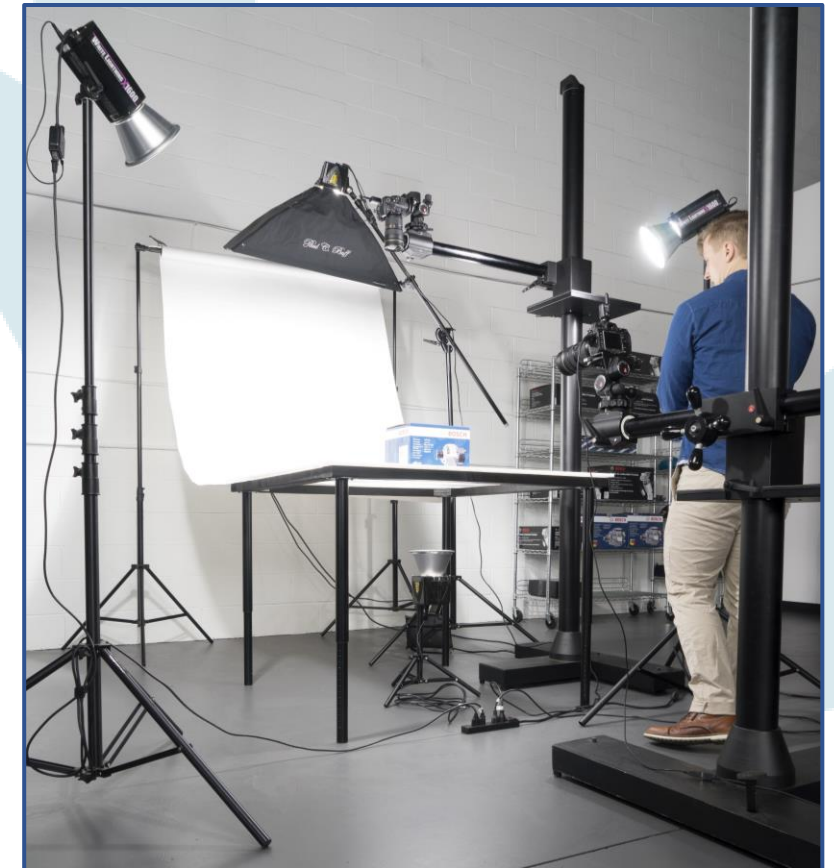
With 360 images, editing is a much more significant task than it has been in the past

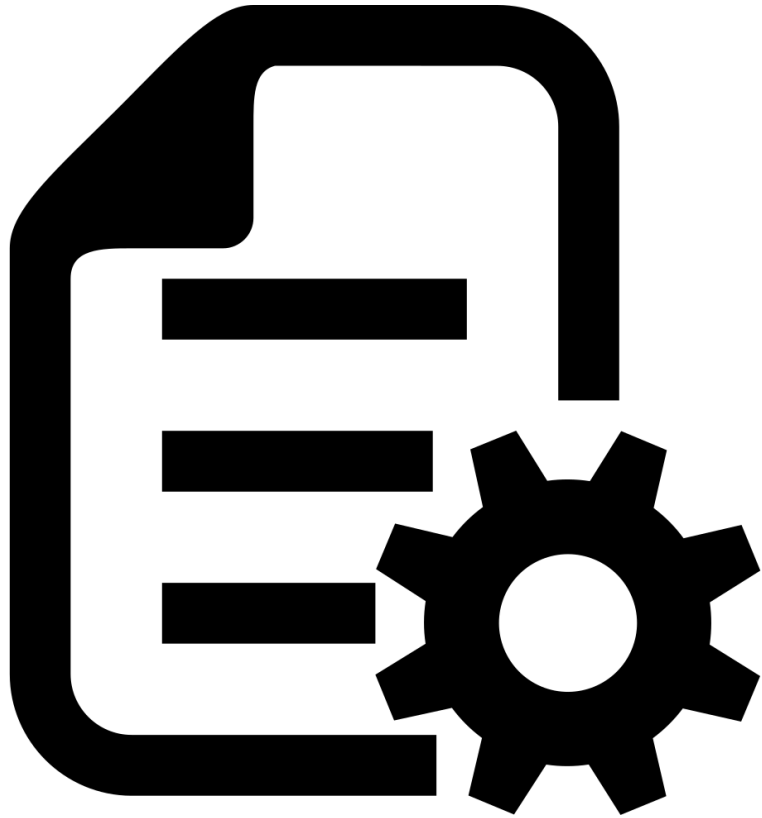


In-house vs outsource is a big decision...

Outsource Key Considerations

- Studio focus & expertise – auto parts are unique.
- Studio image production capabilities – still/static, 360s.
- Reputation – meeting deadlines, image quality production.
- Industry knowledge & ability to meet industry standards.
- Pricing.
- Location.





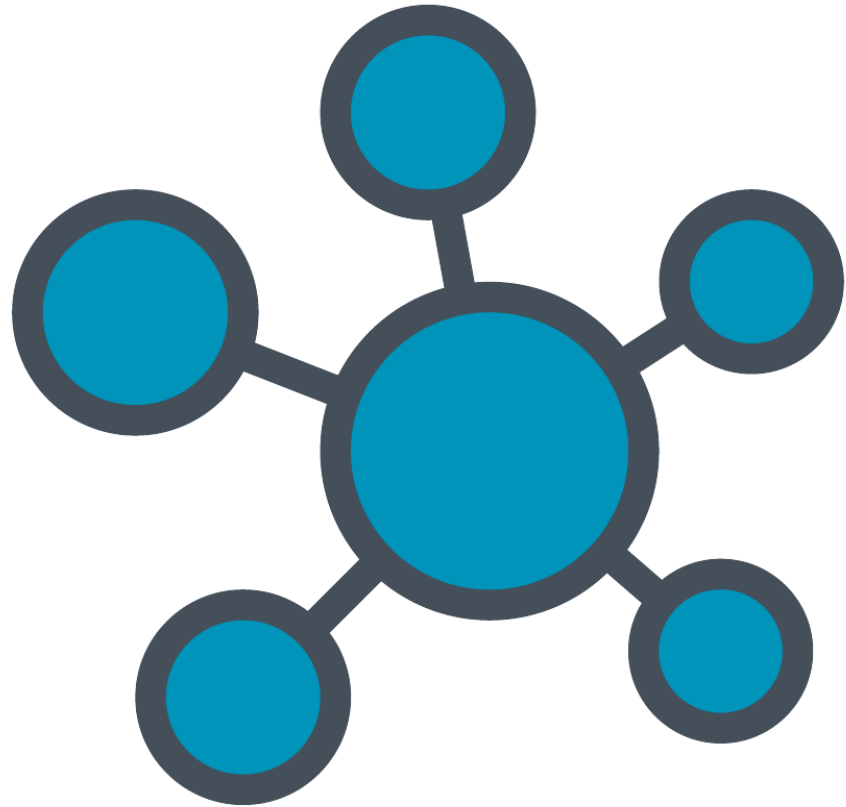
Manage and Share Digital Assets



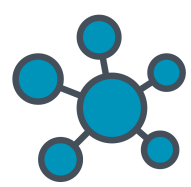
After images are created:

- Where do you store the images?
- How do you provide access to the digital assets across organization?
- How do you report on the status of the digital assets?
- What tools can help you manage and share your digital assets?





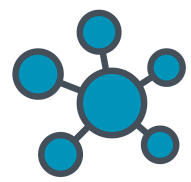
Distribute Digital Assets



Getting Images & Other Digital Assets to Receivers Fast is Critical – Time-to-Market Matters!!

- Which images have you sent to which trading partners, which are missing?
- How do your images and digital assets need to be formatted and sent to your receivers?

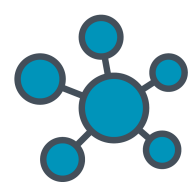




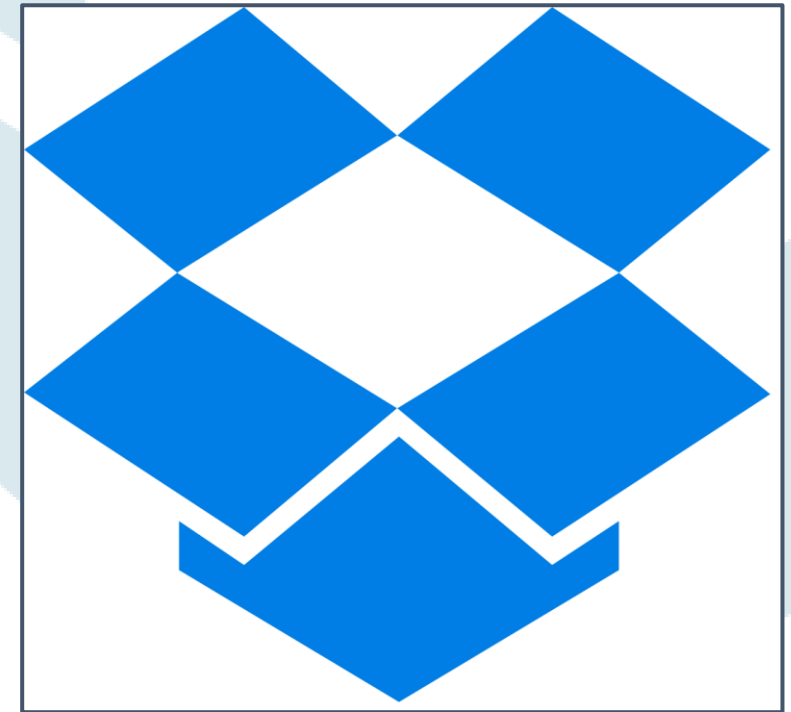
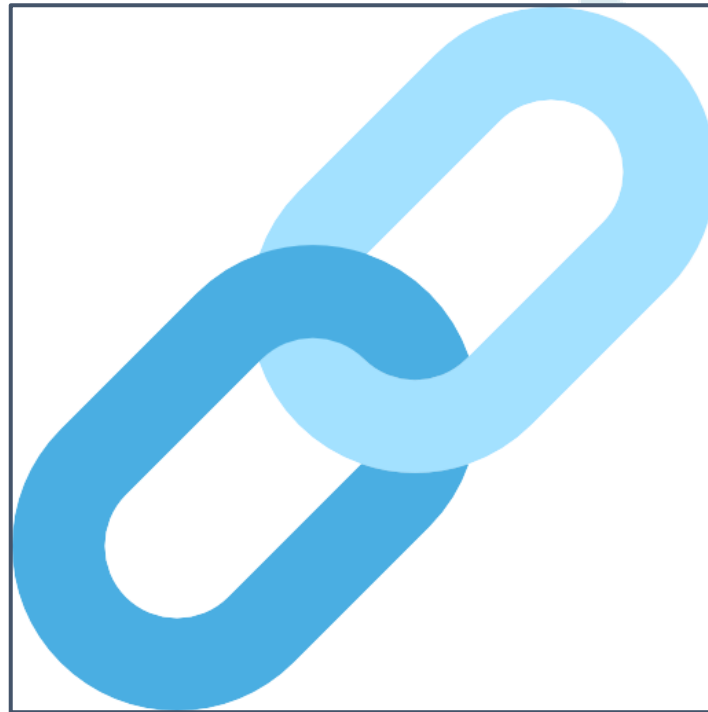
Getting Images & Other Digital Assets to Receivers Fast is Critical – Time-to-Market Matters!!



- Each trading partner will have specific ways the digital assets need to be formatted.
- Very resource-intensive process.



Digital Asset Delivery Options





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