Helping AdoramaPix increase its customer base and double revenue

About AdoramaPix

AdoramaPix is the world's only full-service destination for photo and electronics, and one of the United States' biggest online photographic retailers. AdoramaPix provides innovative photo printing services, including photobook creation and online picture storage.

The challenge: new online services

AdoramaPix wanted to oversee a complete overhaul of its online photography service (AdoramaPix.com) and extend its services beyond a basic printing service.

The challenge was twofold: to introduce additional photo solutions that would differentiate AdoramaPix against its competition, and to introduce more efficient work processes in the company's photographic laboratory – to reduce product manufacturing costs.

The brief

- Introduce new products and services to extend Adorama's offering and attract and retain customers

- Create an automated workflow system for the photographic laboratory which reduces costs and frees resources for other tasks

- Provide ongoing website maintenance and support

Digiteum's role

To meet AdoramaPix's needs, Digiteum first gained a full understanding of the company's business processes and requirements. This included interviewing managers and analyzing the services AdoramaPix offered, together with a comprehensive competitive analysis to explore new and appealing photographic offerings.

These insights enabled Digiteum to recommend appropriate solutions for AdoramaPix and create an innovative, modern photographic service. In all, we helped to introduce 8 new photo products (photo books, photo calendars, greeting cards, canvases, metal prints, collages, photo mounts and frame photos), together with a fully functional photo book editor.

Our software delivery included cloud storage, a custom-built ordering system and shopping cart, a new community portal and extensive social media integration.

Digiteum also automated processes for the laboratory, minimizing manual work and giving managers greater control through visual dashboards which provided system health checks and business intelligence reports.

Digiteum's role:

- Analysed business processes and researched competitive solutions to fully understand the company's needs

- Created new web and mobile apps and supported a modernized website

- Identified and implemented an appropriate workflow solution

- Provided powerful business intelligence capabilities

" The modernization of AdoramaPix.com by Digiteum enabled the company to hugely increase the number of online customers and we consequently doubled our revenue from online operations. "

Herman Klein, Director, AdoramaPix

Find out more

For more information visit us online at:
www.digiteum.com

The result

- AdoramaPix.com was able to hugely increase online customer numbers and double its revenue from online operations

- AdoramaPix.com generated 20,000-30,000 prints per day and 300-400 photos books daily in its first year of relaunch

- AdoramaPix now has more than 500,000 active users who upload 200-300 GB of images daily. We support 17 servers with 25 independent subsystems

- A new dashboard provides 100% real-time control over all processes, with immediate access to system health checks, and essential BI reports