

# Miller Harris + Imagerelay

PERFUMER LONDON

## Why Luxury Perfumer Miller Harris Trusts Image Relay to Manage Their Digital Assets

### The Challenge

- Slow and manual asset sharing using hard drives
- “Assets all over the place”
- Disruptive questions from the sales team

### The Solution

- One central location for all assets
- Self-service access for team and partners
- “A day per week” saved

### The Numbers

- 23,000 assets stored
- 69 active users
- 350GB downloaded per month

## About Miller Harris

Founded in 2000 Miller Harris is a London-based luxury perfumer, and one of the world's leading independent fragrance brands. Competing with the largest fragrance brands in the world, Miller Harris takes a path less traveled, including producing a line of fragrances made with ingredients foraged from London's urban landscape. “Taking inspiration from the less obvious, creating striking contemporary stories and dreams of the modern bohemian” is what they're about.

The brand was built by “ground-breaking perfumer” Lyn Harris. Lyn worked with world-renowned fragrance house Robertet in France in her early career, and was one of the first female master perfumers. The aesthetic of her perfumes was inspired by stories, memories and the very finest natural ingredients.



# Before Image Relay Miller Harris Was Burdened With Tedious Processes

David McQueen Johnston, Miller Harris' Digital Director, joined the boutique perfumer after stints in the luxury goods industry, including Harrods and the Body Shop. A few months into the job, David found himself in the Miller Harris office sitting next to a member of the design team. She had 15-20 hard drives stacked on her desk and was copying large amounts of images and other information from their internal server to the hard drives.

David asked her, "What are you doing?" She told him that she was preparing the hard drives to be sent out to partners so that they would have all of the approved brand images they needed. David knew there was a better way.

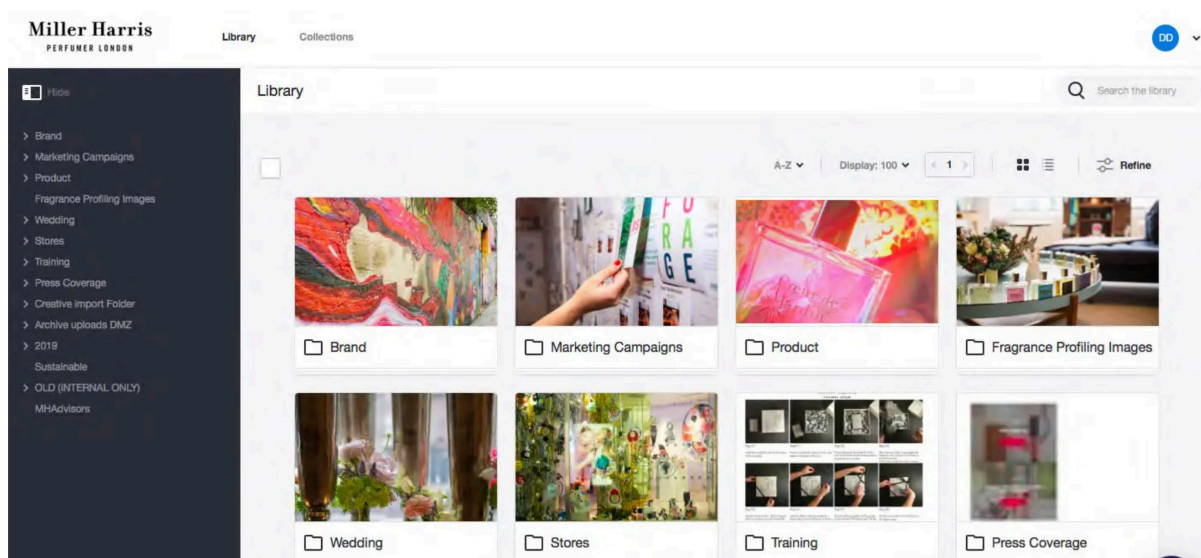


## Miller Harris Knew They Needed A DAM...



Quite simply Miller Harris needed a better system. They needed an end to the time-consuming and manual process of using hard-drives to share their brand assets. They needed an easy-to-use digital asset management system that they could rely on for organizing their assets. They needed a system to efficiently share assets internally and externally. And, as a small 15-employee business, they needed an affordable, yet scalable, solution. That's a lot of "musts" but Image Relay proved itself as the right option and has become a critical part of company operations since.

## Results



## Seamless File Sharing

When Miller Harris brings on a new partner they used to need to add them to the list of hard-drive recipients. Now, with Image Relay, they simply provide targeted access to relevant assets on the Miller Harris Image Relay. This allows for partners to self-serve pertinent assets whenever they need them. If Miller Harris wants to emphasize a new batch of assets it's easy to send a quick-link in an email that provides access for anyone with the link to see the specifically curated assets in the Miller Harris Library.

**"It's a core center of our business."**

## Centralized Assets

Anything Miller Harris employees could need is safe in Image Relay. Slide decks are accessible and stored in a tidy format and easily downloadable for sales deck creation. Raw photo shoot images are ready for the design team to download and work their magic. And, brand logos and core graphics are available in appropriate file types for retailers.

**"There are no more Dropbox links."**

## Granular Permissions

With Image Relay, Miller Harris also maintains control over more sensitive material such as financial or strategy information. Only Miller Harris employees can have access to this material, making it safe but also available. David uses the content and internal information to create presentation decks of all kinds. Creating and sharing these decks is efficient and easy.

**"It stops the silliness of the sales team asking for assets."**

## Evolving with Image Relay

Organization and easy sharing with partners is not all that Miller Harris gets from Image Relay. With Image Relay's CDN capabilities, Miller Harris is beginning to serve content directly to their website. Now the marketing team can control which assets are posted publicly, directly from their Image Relay account without needing to take time resizing and bugging their web developers for help.

**To learn how Image Relay can help your team achieve success, please reach out to [info@imagerelay.com](mailto:info@imagerelay.com).**