

## DATA DWELL CASE STUDY: McMahon Associates, Inc.



### THE CLIENT

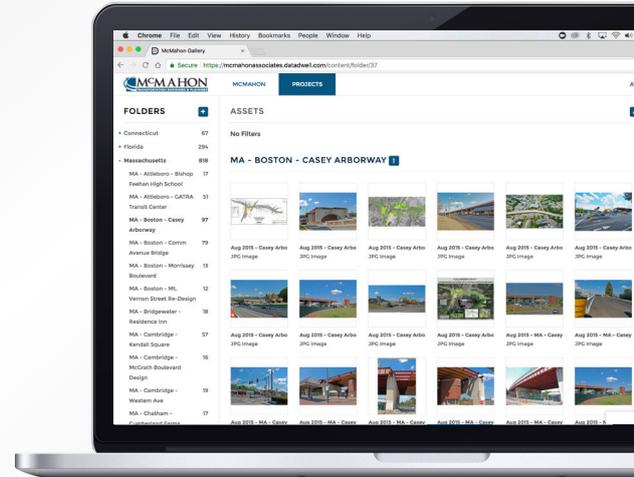
McMahon Associates are a traffic engineering & planning company with offices across the East Coast of the USA. They specialize in transportation solutions across a range of engineering projects – from highways and streets to parking, signalling, walkways and bike paths.

### THE CHALLENGE

With thousands of project photographs on their servers and hard drives, McMahon Associates were struggling to find a simple, effective way to store images, search for the ones they required and access them quickly.

The company has 14 offices across the US and over 150 employees. Many are often on-site and need to access images on the job. Finding the project photographs quickly was proving a challenge.

Both project managers and marketing employees needed access to the full image bank.



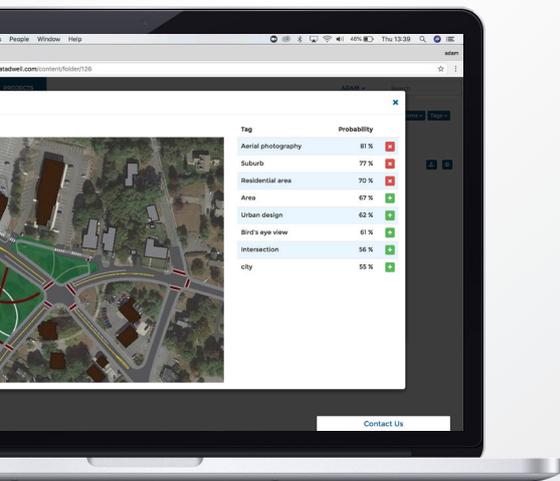
“I was looking for an intuitive solution for searching and delivering assets to my team. On a recommendation from an industry professional marketing society meeting, I reached out to Data Dwell to see if they could meet our needs.” - Jennifer Kamienski, McMahon Associates, Inc.

### THE HURDLES

McMahon Associates were unable to adapt in-house systems and build a solution that worked for the whole company.

They needed a simple, intuitive system which would organise images and files efficiently, but they also needed a way to search quickly – by keyword – for the project or the photographs they required.

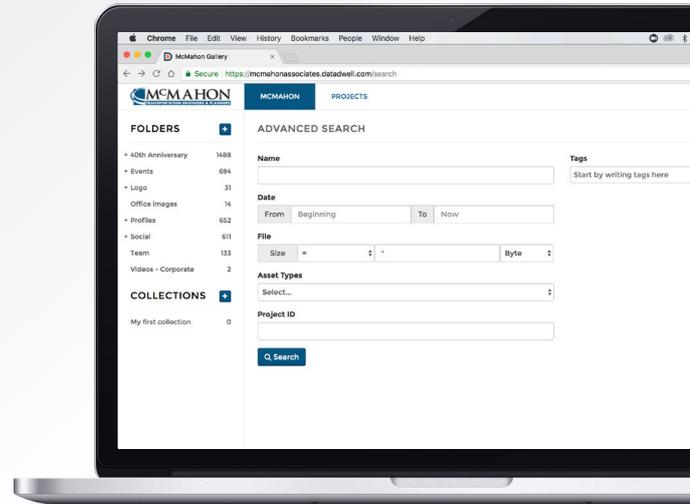
Much of the software they came across was too large or too complicated for their needs. They didn't need to pay through the roof for a huge system, when they only required simple, efficient features.



## THE SOLUTION

After speaking with colleagues in the industry, McMahon Associates turned to Data Dwell. Our smart and streamlined Digital Asset Management software could deliver:

- Keyword tagging with customizable meta data.
- The storage they needed
- A clean, easy-to-use interface
- Company-wide access to all their content
- A cost that worked for their business.



## THE RESULTS

“We worked with Data Dwell to create a tailored solution, implemented a set-up and roll out process company-wide and have been very happy with the results. My users say the solution is easy and intuitive and that’s really what we needed.”

With a quick and easy set-up, our support team had McMahon Associates up and running in no time, with images uploaded and meta data added without any hassle. Across the company, staff could quickly search by keyword and find the project photography they needed.

We were there every step of the way, praised by the team at McMahon for our reactive support. As well as explaining how to use the software, we also ask what they would like to achieve – so we can recommend the best possible solutions and usage.

McMahon are now using Data Dwell’s Digital Asset Management software for all their images, PDF project profiles, and are beginning to upload videos too.

Usability has been seamless across the company – easy to find, and easy to download. The company’s 70-year-old founder even commented on how easy it was to find an image from a recent project!

“I would definitely recommend Data Dwell’s solution from a functionality, support and usability standpoint. I haven’t managed to break it yet!”

Try Digital Asset Management for your company today

## KEY POINTS

### The Challenge

- The need to share assets across 14 office locations
- Quick, easy access required to project photography on-site
- Unable to build a solution internally
- Current options too large or too complicated

### The Solution

- A streamlined DAM system with extensive metadata options
- Multiple user access across the whole company – in-house & remotely
- Simple, clean easy-to-use interface

### The Results

- Full uptake of new software by all staff in just a few weeks
- Use of DAM expanded to project PDFs and videos
- Large reduction in admin time
- Improvements in employee and project efficiencies

