



Visit Houston Experiences the Convenience of CleanPix

"We couldn't be more happy to have made the transition and be using the CleanPix service!"

**Leah Shah:
Visit Houston
PR Director**

Executive Summary:

Visit Houston, the city's main tourist group, uses many images, videos and other media assets to help draw a myriad of different people and entities — vacationers, business conferences, sports competitions and more — to the area.

But their previous digital asset management system didn't allow them to locate and distribute their files efficiently, resulting in many lost hours and frustration. Fortunately, by partnering with CleanPix, Visit Houston was able to completely reconfigure the way they store, manage and send their digital assets.

Now, they enjoy the convenience of CleanPix; their files are always where they should be, properly tagged and ready for distribution; and they couldn't be happier.

About Visit Houston:

As the country's fourth largest city, Houston is a booming metropolis where both its 2.3 million residents and 17.5 million annual tourist alike enjoy award-winning restaurants, a world-class art scene, championship-level sports entertainment and a thriving business community.

It's an eclectic mix of big city opportunity and small town charm, and Visit Houston is tasked with getting the word out about all the city has to offer. But in order to do so effectively, they need an efficient way to store, organize and distribute the thousands of digital assets — photos, videos, etc. — in their ever growing media library.

The Challenge:

Before CleanPix, Visit Houston used a different digital asset management platform. Unfortunately, this platform made it difficult for them to efficiently sort through the thousands of images in their vast media library and share them with the various media outlets constantly requesting files.

They also weren't able to add new images to the library on their own, instead having to ask their previous DAM provider to add the images for them. So in 2016, Leah Shah, Visit Houston's PR Director, decided it was time for a change.

After discovering the CleanPix solution at a travel and tourism conference, Leah was impressed by the intuitive CleanPix interface and ease of use of the service, though, she admits she was quite nervous about switching over to a new platform.

Fortunately, the CleanPix team was able to make the entire transition process quick and easy through their extensive knowledge of digital asset management and their industry leading customer service.

***"What I would say about CleanPix, in general, is the process from start to finish is so easy."* Leah Shah: PR Director Visit Houston**

The Solution:

Visit Houston needed a service that could not only host the thousands of digital assets in their media library, but was also user-friendly and would increase team efficiency. After just a few consultation calls, CleanPix designed and built just that for Visit Houston — a new DAM system that organized their entire media library in a much more intuitive way than before.

***"The process went better than I expected and was completed with almost zero effort on our end."* Leah Shah | PR Director Visit Houston**

CleanPix understood that properly handling photographer credits and usage rights was also very important to Visit Houston. Their previous DAM provider was prone to mistakes in this area and they had run into legal disputes because of it. But CleanPix was able to quickly transfer every single piece of crucial metadata over and Visit Houston hasn't experienced any rights issues since.

The Results:

Visit Houston has now been with CleanPix for over two years and uses the platform on a daily basis. From easy bulk uploads to intuitive metadata and searching capabilities, CleanPix has saved Visit Houston countless hours since they first implemented the service.

But Leah's favorite feature is the CleanPix galleries, which have been integrated into their website and allows Visit Houston's users to "shop" online through the image library, add the photos they're interested in to their cart, and easily request approval.

All Leah and her team have to do from that point forward is approve the request and CleanPix takes care of delivering the right files, in the right format, to the client. It's such an easy process that Leah has even been known to respond to media requests in her off time, on weekends.

Because of this convenient feature, the Visit Houston team no longer has to guide reporters and other media personnel through the media request process, freeing them up to work on other, more important initiatives.

***"CleanPix has made my job a lot easier and has given me time back to do the things I really need to focus on."* - Leah Shah | PR Director Visit Houston**

In Conclusion

CleanPix has given Visit Houston complete control over their digital assets, helped them save countless hours searching for and delivering brand files, and made the entire process of digital asset management much more convenient.

***"I haven't met a challenge that CleanPix couldn't solve!"*
Leah Shah: PR Director Visit Houston**