



Digital Content Solutions

DigitalContentSolutions, together with its parent company, Microstocksolutions, has been a critical link in managing the astronomical library growth of the first microstock agency to be listed on the New York Stock Exchange.

The NYSE listed firm chose us to be its first outsourcing partner to near-single handedly process all of its tens of thousands of daily incoming still and graphic assets. The company further deepened DCS's role in their asset ingestion chain, with the addition of a growing corps of outward bound sales support staff, as well as other content-centric back office support roles.

Industry

Online Media

Problem

Client needing scaling solutions across content processing and client services support to meet it's accelerated growth.

Solution

DCS/ MSS identified multiple areas of support, and integrated a scalable large content ingestion solution that mirrored the client's business requirements. Committed support staff was allocated for client's own sales staff supplementation, in relation to outbound content requests.

Benefit

Client was able to scale the processing of their product to meet market demand and exceed their growth targets, while giving them a competitive edge with customer service and support.