Stock Media Server

By Impact in IT

Your online stock photo solution

Since 2004, Impact in IT has been providing online solutions to vendors of stock photography worldwide. Our platform 'Stock Media Server' (or SMS) was developed in house and has grown over the years to an extensive platform for selling stock content online, both for agents as well as producers of stock photos, video and any other type of media.

Let us take you on a tour through the main features and the extraordinary specifics of this state of the art platform. You will learn about the extensive features that Stock Media Server offers you in terms of searching and selling stock photography online, but you will also get insight in all the options that are out there for you to attract more clients, increase your business while saving costs at the same time.

Simple, quick & safe

Stock Media Server, relieves you from spending time and money on taking care of your website, processing new media content, hosting all your image files making sure that this is all available to your clients whenever they want. With Stock Media Server we make sure that your website is available and up to date at all times, simply for a fixed fee per month. Impact in IT contacts the collections you wish to carry on your website and arranges loading all assets onto your website. Also all updates are handled fully by us, relieving you entirely from any technical work.

The generic platform has all the features that you would expect to see on a professional stock agency's website. With these you can serve your clients the best possible way, because we know that they demand this from you. With SMS, your clients can easily find what they're looking for, purchase and pay online safely and securely and download it instantly for further use.

It's simple, it's quick and it's safe and there is more. The next sections describe all main features of the platform and state the service that you can expect from Impact in IT.

Search, find, purchase and download

With Stock Media Server, your clients can search your content in the way they like. Content can be searched quickly and easily using our fast, grid-based search engine, your clients can browse images per collection, review them per CD or review the galleries that you create yourself.

The advanced search engine allows your clients to state their search very precisely, to find what they need in the quickest possible way. Depending on your wishes, your clients can search in various languages, using a variety of input like:

- “With all the words”
- “With at least one of the words”
- “Without the words”
- License types
- Collection
- Orientation
- Colortype
- Categories
- Number of people
- Gender
- Age
- View point
- And much more

The grid-based search engine lets you decide which collections are presented at what position in the search results. Per collection, the best and latest, most relevant imagery or footage is shown first, maximizing the chance of your client to find what he is looking for and purchase it in the easiest and fastest way possible. Any image your client likes can be added to the lightbox with a single click, while the lightbox is always displayed at the bottom of the screen during the search. With Stock Media Server it’s all there, exactly like your clients want it. Nothing more, nothing less.

Clicking through to an image detail page will provide them with everything they need. Depending on the configuration of your website and the permissions of the client, images may be downloaded directly from the image detail page, an RM price

calculation can be carried out easily or the image can be added to the shopping cart. Other features like adding an image to a lightbox, download a PDF of the image or sending the image by email are all part of the extensive range of features of Stock Media Server, just as related images and XL Previews to review the image even better.

SMS allows you to offer content in any way you like, whether it's single RF images, RM images with PLUS based price calculation and usage registration, subscription or microstock credits, SMS does it all for you.

By adding an image or clip into the shopping cart, your client makes the first step in the purchase process. Here, he finds not only the products that he is buying, but he instantly sees special offers that apply to his order, he gets the right VAT percentage that applies for him, he can request the license information and he can enter a rebate code if he has one to apply for additional discount. Also personal discounts are automatically incorporated in the total price.

After entering the invoice details, your client chooses to pay online or to buy on account (if he is permitted to). He finishes the order and goes directly to his personal download area where he finds all his orders. Here, he prints the invoice and downloads the ordered image(s). Even downloading many images at once is possible by combining them into a ZIP file.

Stock Media Server provides your clients with the service they require, in any way they want it.

Optimization & Responsive

A great website isn't any good if you cannot be found. Optimization for search engines like Google is imperative nowadays. All pages of your SMS website are developed with latest techniques to allow search engines to easily index your website. Besides that we offer special sitemap files for Google to allow even easier and faster indexing.

Another aspect of Stock Media Server is that your website can be used on any device, regardless of the size. It is fully responsive. Whether your client uses a large desktop monitor, a tablet or a smart phone, your website looks good on all and it adapts automatically to improve user experience.

Any content at any time

With SMS, you don't worry about the processing of any new content. Your suppliers send their content directly to Impact in IT and we process it for you. Photos, video, audio or anything else, we handle it, you sell it.

Using our editorial image loader, content can even be supplied fully automatically. Your supplier uploads new content to our servers and within at most a few hours, this content becomes online on your website.

Do you carry content of contributors of your own? Then the SMS Contributor Area is ideal for you.

Your contributors can upload their content directly into your website with the user-friendly multi-file upload module that allows them to upload many images at once; with or without releases; with metadata in IPTC or in an Excel sheet or possibly simply entered on screen. Not good enough? Then use our FTP services to have your contributors upload large image sets at once. All is processed automatically. From your back office you can simply review and approve images with just one click making that the content comes online within just hours.

You're in control

With all the services that Stock Media Server provides to your client, you may wonder whether your clients can do anything on your website, without you knowing it. The answer is no. With Stock Media Server, you're in control.

Your website comes with an extensive back office. This online environment can easily be accessed by you through any browser, at any time at any location. From there you can manage the content of your website in an easy to use interface and you review and control what happens on your website. You can manage the client accounts that have access to your website. Besides administering their address details etc., you can set personal discounts, state the price book that should apply for them and you can set permissions.

With these, you can for example allow the client to buy on account or not, to download instantly or only after you approve an order, you can give the client access to direct editorial downloading facilities and you can determine if watermarks should be put to images for this client or not.
In the same back office, you can review all orders or even create new orders if your clients ordered by telephone or email to you. Using various order statuses, you control whether a client can download the ordered images or not. Also can you send or print invoices directly from here.

In the settings area of your back office, you will find a variety of settings you can manage, ranging from the content of emails that the platform sends to your clients (order confirmation, registration confirmation etc.) to the users that can access your back office.

In order to provide you with insight of all that is going on at your website, you can also request various reports from your backoffice. These reports provide you with detailed information about the activity on your website, sales per collection or royalties to pay to contributors.

Software as a service (SaaS)

Stock Media Server is sold as a service, not as a product. You pay a one time fee for the setup of your website. After this, a monthly fee is charged for which Impact in IT takes complete care of your website. This gives you optimum insight in the costs of ownership and relieves you entirely from any worries about the technical matters related to your website. The service agreement for Stock Media Server involves the following:

- Impact in IT hosts your website and backoffice on one of its servers and takes full care of security and updates to its best efforts
- You can use Stock Media Server unlimitedly, without additional charges for data traffic etc. as long as the usage is reasonable.
- You can choose to have your website hosted on a private server. After you bought it, Impact in IT will arrange the collocation and maintenance of your server.
- Impact in IT contacts your suppliers of images and arranges all content to be sent to us (if we don't have it yet). We will load all your content to our servers, including high resolution image files.
- Impact in IT will continuously work on processing media updates. All new content will be loaded to your website's search engine within days after delivery.
- Impact in IT has one person available at all times during Dutch office hours to act in case of a defect to your website of any kind. Defects are always handled free of charge.
- Impact in IT monitors all servers continuously and has one person available 24h per day, 7 days per week to act in case of server defects of any kind.
- Our support team is available for you at all times during Dutch office hours to answer your questions or to carry out change requests you might have. Support hours are charged at 75 euro per hour.

One platform, various editions

Stock Media Server is available in different editions. Which of these fits you best depend on your own needs. The back office possible features are the same for all, yet the front-end makes all the difference.

SMS IQ
A fully featured, ready-made platform including good looking front-end that you can customize to your own taste at an attractive price. No long lasting, difficult IT projects. An all-in-one solution that provides you with all the functionality you may ever need, that is what SMS IQ is about.

SMS Pro
A fully custom built website: you determine how it should be, we build it based on the SMS platform. SMS Pro gives you the ultimate freedom for the design and functionality.

SMS Flex
Also fully featured, but with an XML API front-end, SMS Flex is the ideal solution if you wish to have a custom front-end or use your existing website with our hosting services. We provide the functionality, the hosting and back office, you develop your own front-end, whether this is a website, an iPad app or anything else. For ultimate freedom SMS Flex is the ideal solution.

The next sections describe the details of each of these editions.

SMS IQ

Looking for a very attractively priced solution for online sales of stock photos, footage, audio or any other, SMS IQ is the answer. SMS IQ provides you with a fully functional, integrated website and back office. This pre-developed, fixed template solution gives you all the features you ever dreamt of at the lowest costs you ever imagined.

SMS IQ offers you an extensive website allowing you to sell single images, footage, subscriptions, micro stock or anything else you wish to sell online. State of the art features like a grid based search engine, image zoom up to 1000px, smart lightboxes and extended CRM and CMS features make SMS IQ to be the most extensive version of Stock Media Server ever.

SMS IQ is offered with a number of different skins. With this, you can easily choose from various layouts. On top of that, although SMS IQ is a standard product, you can customize the layout of your website up to a very high level. The built-in layout manager lets you easily change colors, fonts, background images etc. but it even lets you create a whole new layout by setting up your own CSS style sheet. You or your designer can customize the layout completely to make your SMS IQ website meet your corporate identify and to make your website recognizably yours.

IQ: Keep growing
With SMS IQ, Impact in IT has started a new product in the stock media industry. Equipped with state of the art techniques, SMS IQ is by far the most innovative solution of the moment. But we will not stop here. Impact in IT will keep developing SMS IQ continuously, ensuring that your website keeps its leading edge.

IQ: Start now
Setting up a custom website for your online business takes a lot of time. Not with SMS IQ. Decide now and have your website online fully functional serving your clients within 3 weeks!

IQ: Simple, Quick & Safe
- All in one: all functionality you need
- Pre-made layouts with multiple skins and fully customizable
- Keeps innovating
- No costly, time consuming IT project
- Small investments

IQ: All the features you ever dreamt of.
Stock Media Server IQ comes with a long list of available functionality. Everything is included without any extra costs. The complete feature list down this document lists the exact details. Below is just a selection of the features SMS IQ comes with:

- Fast, grid based search engine that lets you decide the positioning of content
- Multilingual user interface
- Customizable look & feel
- Online payment, integration to third party software
- CD package
- Advanced lightboxes
- Subscription / credit scheme package
- Editorial module
- Contributor area package
- Create your own image galleries
- Online invoicing
- Discount package
- PLUS RM Calculator
- Multiple currencies
- Download CD's as zip file
- Download multiple images in one zip file
- Search engine optimization package
- And much more…

… and it's all included, at simply one fixed, low monthly fee.

IQ: References

Many agents have chosen SMS IQ for their online solution. Feel free to have a look. Here's a selection:

- www.imageplus.com.br
- www.tetraimages.com
- www.waterrightsimages.com

IQ: Demo

Wish to see more? Have a look at our online demo. This demo allows you to look but also to work with SMS IQ as if you are a client or an agent.

Review the website at www.stockmediaserveriq.com

And feel free to play around in the back office at www.stockmediaserveriq.com/backoffice
(Contact Impact in IT for login details)

SMS Pro

Would you like all the functionality of SMS IQ, but you want to have your own design applied to your website? Then SMS Pro is the version for you.

Pro: ultimate freedom
It allows you to determine completely how you want your website to work, what features are offered to your clients and how it looks, all while keeping all the benefits of SMS IQ, like the search engine optimization, responsive user interface etc.

Pro: references
SMS Pro is a popular version and many agents and producers have choose this for their online sales. Here are some:

- www.afloimages.com
- www.allcanadaphotos.com
- www.ingimage.com
- www.vectorstate.com

Pro: how to get it?
To get your own SMS Pro website, contact us and tell your needs. Once a design is in place, Impact in IT develops your fully tailor made website within weeks.

SMS Flex

Looking for the quality and service of a fully functional standard solution without worries about hosting and management of your content but with the freedom of a tailored website, or perhaps you want to create an App and link it to your back office? SMS Flex is what you need.

With SMS Flex you use all the functionality of the Stock Media Server platform, Impact in IT hosts and maintains all your content whether it's images, footage, audio or anything else, we provide you with an extensive back office and we provide an extensive API that allows you to create your own custom-made front-end.

Flex: Use the features you want
SMS Flex is equipped with all the features that are available in the Stock Media Server platform. But you choose which of these you wish to use. Are you not interested in a particular feature, you simply ignore it.

A complete list of all features is available down this document. Below is just a small selection to give you an impression.

- Fast, grid based search engine that lets you decide the positioning of content
- Fully E-commerce with direct download and virtual CD

- External integrations with many other platforms
- Extensive content management
- Multilingual presentation & search
- Use as much currencies as you like
- Special offers & client discounts
- Fully functional contributor area with instant check and feedback
- Create PDFs of images or lightboxes, or send them via email
- Any type of content: single images, subscriptions, microstock, footage, audio and more
- As many front-ends as you like

Flex: Enjoy the freedom
With SMS Flex, you create your own front-end(s). This allows you to create a website exactly like you want it, with the looks and functionality that you always dreamt of.

But it doesn't end there. Would you like 2 websites to separate for example single images from microstock? Would you like to offer an iPad app to your clients or even link your partners and automatically distribute your content? With SMS Flex, it's all possible. With SMS Flex, you can enjoy the freedom!

Flex: No difficult IT project
Because SMS Flex already is equipped with all the features you need in your website and back office, no difficult IT project is needed. Simply have a skin created, contact any web developer of your choice to integrate your front-end(s) with SMS Flex and you are ready to go.

Flex: Easily integrated
Integrating your own front-end with SMS Flex is made as easy as possible. Simple http-requests do all the work and provide easy to use XML responses, whether it is for searching, creating a new user, getting subscription plan details or simply downloading a high res file; any web developer can do the job. With SMS Flex you benefit from the flexibility of a tailor made

website combined with the quality of a standard solution while saving costs at the same time.

Flex: Best of both worlds

- Well-tested 'package of functionality' ensures proper working
- Fully featured back office provides all sales tools you need, a complete overview of everything that is going on and puts you in control
- No need to worry about your content: Impact in IT deals directly with your content suppliers and makes sure that you are up to date all times
- No limits: Create any front-end in any programming language
- Offer your content through apps for iPad, iPhone or Android
- All the flexibility in the world
- **At lowest price point ever seen in the industry**

SMS Features and comparison

The table below and on the next pages lists all the features that SMS has to offer. We cannot list every possibility in this document. In case you have some specific wishes, please contact Impact in IT and we'll be happy to discuss the possibilities. The columns on the right indicate if the item is standard or optional for SMS IQ and SMS Flex. For SMS Pro, you determine what you want to have in your website, but clearly everything listed below is possible.

Items marked with 'S' are standard, marked with 'O' indicate optional features and marked with '/' indicate features that are to be developed within your front-end linked to SMS Flex.

System options Description	SMS IQ	SMS Flex
SMS Grid based search engine searching in over 50 languages	S	S
Advanced search: Search for all keywords, search excluding keywords, Search per collection, orientation and color type, Filter per category (Number of people, age, concepts and more)	S	S
Sort search results by relevance, newest first, rank, best match	S	S
Small / large / extra-large thumbnails available in search results	S	S
Image zoom in search results	S	/
Image details with preview image, keywords, image information, related and detailed size information	S	S
Support for images, videos, fonts, PDFs and other media types	S	S
Watermark on previews images, adjustable per user	S	S

Adjustable VAT & shipment costs per country	S	S
CMS & page editor to add additional pages to your wishes	S	–
Standard lightbox	S	S
Advanced lightbox package: send lightbox by email, generate PDF from lightbox, share lightbox with other users, Lightbox always visible in bottom of page	S	S
Order history, download history	S	S
Banners on homepage with editable landing pages	S	/
HTML5 slideshow on homepage, compatible with iPad	S	/
Multilingual user interface	S	/
Standard look & feel, personalized from back office	S	/
Full custom look & feel, based on provided graphic design	–	/
Full custom look & feel, graphic design by Impact in IT	–	/
Online payment integration with PayPal	S	S
Online payment, integration to third party software other than PayPal *	O	O
Search by category	S	/
Keyword enhancer: automate additional search criteria for fixed searches	S	S
Adjustable collection excludes per country	S	S
Image detail features: Send image by email, PDF images, Show related images	S	S
XL Image preview: show 1000px preview with gridlines and imagecode+website printed into the image	S	S
Detail page per collection with info, images and search within the collection	S	S
CD package: CD Search, CD Details, CD Categories, CD info in image detail page	S	S
Subscription / credit plans: Sell subscription schemes online (per duration and/or max. # downloads), Sell your products based on credits, Search only images within my subscription, Direct download on image detail page	S	S
Editorial module: direct download in image detail page for editorial client, Backoffice reporting of editorial downloads, Editorial price book management	S	S

Contributor area package: Contributor area accessible only for your contributors, Multiple photo upload module, Online keywording & metadata editor, Backoffice Image review module, Photographer rating module	S	S
Community package: personal pages with favourite images and portfolio, blogs, Forum	O	/
Create your own image galleries: flash slideshow & thumbnail overview	S	S
Feedback form	S	/
Customized branding of collections names	S	S
Online invoicing	S	S
Discount package: Set temporary discount per collections, Set special offers per collection, Set personal discounts, Use rebate codes in shopping cart	S	S
PLUS RM Calculator: usage according to PLUS standard (usePlus.org), multiple usages, store usages, calculate from historical usages	S	S
Multiple currencies	S	S
Download CD's as zip file	S	S
Download multiple images in one zip file	S	S
Search engine optimization package: Google friendly URL's (like www.yoursite.com/search/keyword.html), Search examples, Smart page titles in search and image detail page, Search links on keywords in image detail page	S	/
Backoffice reporting module: Number of visitors per day, Total turnover, Turnover per client, Turnover per collection, Number of searches, Most used search criteria, Lightbox usage	S	S
Royalty management & reporting	S	S
Backoffice metadata editor	S	S
Backoffice image filter: publish only images you approve	O	S
Image restrictions module	S	S
Visit tracker for affiliate programs	S	/

* Implementing online payments with other gateways than paypal needs to be done with third party software of a company providing online payment handling in collaboration with your local bank. We need more information about your case to offer this for a fixed price.

Other services

To serve your clients even better, Impact in IT also provides the following other applications besides Stock Media Server. For more information about these applications, please contact Impact in IT.

Private Customer Image bank

Some of your clients may have purchased many images in the past and new images may get added every day. Impact in IT's Private Customer Image banks help them to organize their assets and to make all images available to employees worldwide using a user friendly online search engine. Administrators can easily see who has been downloading what, can easily manage usages and can set different permissions for the users.

Partner Extranet

If you are a producer of stock photos, you're likely to have distributors all over the world, selling your content in their local markets. In order for them to sell your content, you probably send DVD's or hard drives to them with your content on it. For this, you spend a lot of time preparing the discs and you spend lots of money for the shipment. This makes that each new release brings along significant costs.

With SMS Partner Extranet, you can save these costs. By putting your content online in a secure website that is only accessible to your distribution partners, your partners can easily download your content themselves. By hosting this website on a professional server in a state of the art data center, you make your content accessible in an easy to use, high performance environment. You only have to upload your content once and from there on, sending an email notification about new content to your partners is all you need to do.

Contact details

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