

Fiber offers fast file sharing for better customer service

Business needs

An efficient way to share massive-sized photo files with clients

Networking solution

AT&T Business Fiber® delivers a reliable connectivity that enables Ivy B staff to collaborate with customers instantly.

Business value

Speed, efficiency, and enhanced customer service

Industry focus

Photography and marketing services

Size

Dozens of clients, from startups to Fortune 100 enterprises

About Ivy B Photography & Creative

Ivy B Photography & Creative has become a popular choice in Shreveport, LA and beyond for stunning commercial and personal photos, as well as web design, logo design, and social media management. Owner Ivy Brightwell French also owns a studio rental business for creatives, called RAW thestudio.

The situation

Ensuring customer satisfaction has been a guiding principle of Ivy B Photography & Creative since its inception. However, as the business grew, staff struggled to upload large photo files to clients.

Solution

Replacing the firm's existing internet service with AT&T Business Fiber® has made a world of difference for Ivy B Photography & Creative. The broadband access service uses advanced technology to deliver fast, reliable connectivity. Its generous bandwidth significantly enhances file sharing.

Capturing cherished moments

Ivy B Photography & Creative is a commercial, lifestyle, and portrait photography business and marketing agency based in Shreveport, Louisiana. It offers branding, product and food photography, as well as headshots, family, and senior portraits, and boudoir sessions. The experienced staff captures posed and candid moments, creating lasting memories for clients.

Owner Ivy Brightwell French began her photography career at the age of 15, practicing with her father's film cameras. "At the time, it was just fun for me, but little did I know that it would spark that same love of photography my dad had, and launch my career," she says.

She started Ivy B Photography while still in college, capturing cherished moments and the joy of life, as well as providing branding and product photography services. As the business grew, French began to add services. "We found that clients really want a one-stop shop, and so we started adding commercial services," she said.

The business has expanded to offer social media management, web design, and logo design. French focuses mainly on photography, relying on her team to handle the design and marketing tasks. As she has attracted clients from many states, French created a network of freelance photographers. "I have associate shooters across the country, which makes it affordable for startup clients who don't have a ton of money behind them," she said.

Branding is everything

Ivy B Photography & Creative has built an eclectic client list, from industrial power plants and large e-commerce operations to local restaurants, pizza shops, and breweries. Nearly every client needs the company's photography services.

Like many professionals, French shoots in RAW format rather than the JPEG format that most amateur photographers are familiar with. Because RAW files contain much more information, they give photographers better control when they process their photos. The massive RAW files require much more storage space and processing power.

Sharing files with clients became a cumbersome and time-consuming process for Ivy B Photography. "We take millions of pictures a year," she said. "And the files we work with are so exponentially large that we can manipulate them and do what we need with them for each client."

She said the broader range of tones and richer color palette of RAW files benefit Ivy B's portrait photography clients, but they're even more critical for corporate customers. "This is especially important on the business side because branding is everything. Consistent branding is going to be what gets a business to the next level."



"Before we had AT&T, it could take a day or two to upload files for our clients to proof."

Ivy Brightwell French
Owner
Ivy B Photography & Creative

A better way to serve clients

Photo size became an extreme problem for French and her colleagues as the business grew. "There might be 1,000 images for a wedding, and a commercial shoot could have anywhere from 500 to 2,000 images," she said.

"Before we had AT&T Business Fiber®, it could take a day or two to upload files for our clients to proof and choose the ones they wanted because the files were so large and our internet service was so slow." It was also problematic for French to send or receive files from an associate shooter.

The staff were also unhappy with the reliability of the internet service. “Half the time they might be working on a utility pole and never tell you that your internet would be out for 24 to 48 hours,” she said. “We can’t do our job without the internet.”

French said the problem affected her life outside the office as well. “I was losing time with my family because we never knew when the internet was going to go out or when it was going to work or how long it would take to upload or download,” she said.

Speed and reliability

Ivy B Photography & Creative switched to AT&T Business Fiber®, a broadband access service that uses advanced, internet protocol (IP) technology and fiber to connect devices to the internet. The service uses switched Ethernet technology over fiber to deliver an exceptionally fast internet connection.

“We went from taking one or two days to upload very large files with maybe up to 2,000 images to 30 minutes or less of upload and download. Most of the time, it's within 5 to 10 minutes,” French said. “Now we can get things back to our customers far more quickly, and we know we’re going to have the internet no matter what.”

A bonus was the cost. “It was so much more affordable than what we had been using,” she said. But even more important was the time savings. “I used to work 80-90 hours a week just because of the slow internet. Now we don’t have dead times anymore, so it's the difference between getting off work at 5:30 or six every night instead of 3 or 4 in the morning a couple of nights a week because we can now do things faster.”

Saving time and money

Ivy B Photography & Creative arranged to have AT&T Business Fiber® installed in the business complex where the office resides. “I got it because I was the main one who needed it. My landlord, who’s a dear friend and a wonderful landlord, didn’t have enough tenants who needed fast internet,” French said.

“So now we tell friends they need to get AT&T Business Fiber® because it will change their lives. They will save money and time,” she said.

The security offered with AT&T Business Fiber® is vital to Ivy B Photography & Creative. “It's very important because of the nature of what we offer the clientele we work with. We have clients who want boudoir photos, so we need security to be sure no one else sees those photos.”

It’s crucial to protect the work the company does for its business clients. “We often know about business plans that the customer isn’t ready to make public. We can’t take the chance that a hacker learns any information because then we’d lose customers. We really believe in respecting our clientele. We want clients to know they can trust us.

A strong foundation

French is enthusiastic about the future of her company. “We are working to become an even more global brand and grow to the size that we can really provide a different experience than that of most corporate photographers,” she said. “Our clients will get a new experience that won’t have a corporate feel. We want to be chameleons, morphing into whatever our brand needs, while still building relationships and providing excellent customer service.”

She plans to continue building her company and expanding into more states and even overseas, and she is quick to credit AT&T Business Fiber® for helping to provide the strong foundation Ivy B Photography & Creative requires.

“I could not and did not have the ability to do what we’re doing now, before AT&T. It took too long. I couldn’t get away from work,” she said. Since switching to AT&T Business Fiber, she says, “I got my life back and I get to be with my daughter and husband, and I’m also able to provide a really cool living.”