DISC Stakka®

Agency's Creative Solution to CD Management Problem

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>
> **Paul Giorgilli,
> Creative Director,
> Gill&Cetti**

It's a fact of life that advertising agencies and creative studios have hundreds of CDs or DVDs that need to be managed. And as new work is produced, the number of discs continues to grow.

Most companies have a basic system of filing and management: one that usually involves storing CDs in their jewel cases or in wallets sorted by date order or client name.

Gill&Cetti, a creative agency in Melbourne Australia, had a reasonable system in place, although it was time consuming and they occasionally experienced lost and damaged discs.

"CDs are a vital part of our business as all our work is stored on disc," said the firm's creative director, **Paul Giorgilli**.

"It's the standard on which information is delivered and supplied and we also use CDs and DVDs for back ups."

Gill&Cetti specialises in brand management and integrated communication solutions, including packaging and TVCs. Established in 1996, they have many long-term clients.

"Previous jobs are often referred to and image libraries are required on a regular basis, so we need a total management system, not just a place to store CDs," he said.

The company was always on the look-out for something that could do the job properly without costing them thousands of dollars.

"We recently installed a couple of Imation Disc Stakkas and they are already providing the business with considerable benefits. The Disc Stakka with the OpdiTracker software saves us around ten minutes every time we want to find a previous job or photo CD," said Mr Giorgilli. "And unlike our former system, we get the CD we want in seconds, without leaving the workstation."

The Disc Stakka CD & DVD Manager is a revolutionary solution that manages images and other files while protecting the discs on which they are stored.

Disc management solutions: old and new

Gill&Cetti's previous disc management system involved storing CDs in jewel cases with a reference number on the outside of the case.

"More than 300 CDs were stored in a cupboard, and anyone looking for a disc would have to physically search through the cases to find the right reference number," he said.

"This search and retrieval process took 10 to 15 minutes if the CD was where it should be. If not, it could take much longer.

"Now, using Disc Stakka, when we search for a previous job it only takes a few seconds for the CD on which that job is stored to be found and ejected from the unit.

"And when we replace the CD, it doesn't have to go back into the same slot in the carousel. The OpdiTracker software keeps track of where each disc is stored. This content management facility is like having online access to our entire library of projects and images, easily controlled by a few keystrokes.

"Not only is it saving us time in retrieving and replacing CDs, it is more efficient when storing and cataloguing them in the Disc Stakka initially.

"Knowing that we've effectively eliminated lost discs in the future is very reassuring. Plus we've reclaimed valuable cupboard space," he added.

www.discstakka.com