



Strawbridge Studios Increases Production by 50% with IT Solution By Work Smart, November 11, 2003

DURHAM, NC – Durham-based Strawbridge Studios, a national leader in school, event, and yearbook photography, recently announced the completion of a technology overhaul at its Yearbook Division delivering dramatic increases in efficiency and capacity of its image processing infrastructure. Strawbridge brought in Work Smart, North Carolina's small-business IT consulting firm, to develop and implement a solution that would enhance current operations, deliver marked productivity improvements, and serve as a growth platform for the company.

Bruce Eckard, Publishing Manager at Strawbridge Studios, estimates 50% production gains already based on the computer and network improvements and expects to see at least those same increases in Division profits over the coming years. Eckard noted that Strawbridge "ended up with the absolute best 'bang for the buck' [Strawbridge] could receive."

According to Ronald Unger, Work Smart's President, "Each small business has unique needs, and with Strawbridge, it was bandwidth. They move 20 gigabytes of data per day between two Durham locations, and their per-site digital imaging needs are even more demanding. Work Smart's solution increases Strawbridge's data efficiency and capacity which directly affects the amount of volume the company can do on a yearly basis. Work Smart designs solutions that improve our clients' business processes. That means increased revenues and lower costs."



About Strawbridge Studios

Established in 1923, Strawbridge Studios is the oldest school photography company in the South. Producing more than one million portraits annually and operating in more than twelve states, the company is one of the nation's largest school, event, and yearbook companies. For more information, visit www.strawbridge.net.

About Work Smart

Work Smart provides premier Information Technology consulting services to small and medium-size business in North Carolina and surrounding states. With local offices in Charlotte and Raleigh/Durham, the company serves as a comprehensive source for its clients' technology-related needs, providing a range of network design, consulting, and implementation services designed to maximize the return on their IT investment. Work Smart also provides custom applications, database development, ERP and CRM services for enterprise-level clients and institutions. For more information visit www.worksmart.com or contact Ron Unger at 888-484-1012 or ron.unger@worksmart.com.

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