

# Burrell Professional Labs

industry:: media & communications

[www.datag.com](http://www.datag.com)

Technology  
that means  
Business

## **multi-site hosting**

## **managed Web services**

## **streamlined multi-site management**

## **automated content updates**

## About Burrell Professional Labs

Burrell Professional Labs is not only the largest network of professional photography labs in the world, but also provides professional studios the needed support and assistance to compete and prosper in today's rapidly changing market. BPL customers take full advantage of its services in order to gain an edge over their competition. Photographers are able to draw from a wealth of experience and knowledge throughout BPL labs, and BPL delivers new opportunities for networking with customers across the country.

## The Situation.

Burrell Professional Labs was searching for a way to manage the many distinct Web sites belonging to the members of its online community of professional photographers. "BPL needed a solution that would simplify and streamline the management of the unique Web sites belonging to our clients," said Mike Bennett, director of Internet technology with BPL. "These Web sites are extremely important to our users, and site performance is critical for their success."

## The Solution.

BPL selected DataGlyphics to provide Managed Web Services for its entire online community of photographers. Bennett said, "For BPL the Managed Web Services solution is ideal... We look to DataGlyphics to help keep the sites productive – and our customers happy." To enable BPL's photographers to submit Web site change requests via the Web, DataGlyphics provided a system for passing requests through BPL to DataGlyphics. This system keeps BPL the sole point of contact for its clients while allowing DataGlyphics to perform back-end development and site hosting.

300 First Avenue South  
Third Floor  
St. Petersburg FL 33701  
ph:: +1.727.827.3939  
em:: [info@datag.com](mailto:info@datag.com)