Image Editing Service Case Study

Bulk Image Editing & Channel-Ready Asset Creation
for a Multi-Channel Retailer

Service: Image Editing & Bulk Image Standardization
Engagement Type: Project-Based → Ongoing Retainer
Client Type: Multi-Channel Retail & Wholesale Company
Geography: Australia
Catalog Size: ~2,200 SKUs
Image Volume: 2–4 images per SKU (functional catalog)

Client Background

The client is an **Australia-based retailer and wholesaler** selling products through:
- B2C eCommerce website
- B2B wholesale portal
- Third-party retail partners

Key operating characteristics:
- Centralized product catalog reused across multiple channels
- Non-lifestyle, functional product imagery (tools, home, accessories)
- High emphasis on accuracy and consistency over creativity
- Lean merchandising and operations team

Product images were being reused inconsistently across channels, causing operational friction.

The Challenge

The client faced **image reuse and channel-readiness challenges**, including:
- Images not standardized for different sales channels
- Inconsistent aspect ratios and resolutions
- Product details not clearly visible in thumbnails
- Manual resizing and rework for B2B vs B2C channels
- Slow turnaround when onboarding new SKUs

These issues resulted in:
- Extra manual effort for channel-specific uploads
- Inconsistent product presentation across partners
- Delays in publishing new SKUs to wholesale portals
- Increased operational overhead

Objectives

The client needed an **image operations partner** who could:

- Standardize images for multi-channel use
- Create channel-ready image sets from a single master
- Handle bulk image volumes efficiently
- Reduce internal rework and duplication
- Support ongoing SKU onboarding

Our Engagement Model

Outsure Global was engaged initially for a **bulk image standardization project**, followed by an **ongoing retainer** for new product onboarding.

The engagement focused on:

- Master image creation
- Channel-specific derivatives
- Repeatable bulk workflows

Our Approach

Channel Requirement Mapping
We documented image requirements for:

- B2C eCommerce (website & mobile)
- B2B wholesale portal
- Retail partner uploads

This included:

- Aspect ratios
- Resolution standards
- Cropping and framing rules

Master Image Definition
We defined a **single master image standard** per SKU:

- Neutral background
- Clear product centering
- High-resolution source suitable for derivatives

All downstream images were generated from this master.

Bulk Image Processing & Editing
Execution included:
- Background cleanup
- Minor retouching and clarity enhancement
- Cropping and alignment normalization
- Creation of multiple derivatives per channel

Tools used:
- Adobe Photoshop
- Adobe Camera RAW
- Batch actions and scripts
- Automated resizing presets

Channel-Specific Image Sets
For each SKU, we delivered:
- Website-ready images
- Wholesale portal images
- Partner-specific image formats

All files followed:
- Channel-specific naming conventions
- Predefined folder structures

Quality Assurance & Validation
QA checks focused on:
- Correct dimensions and resolution
- Product clarity at thumbnail size
- Consistent framing across SKUs

Random spot checks were performed across bulk batches.

Scope of Work

- Bulk image editing and cleanup
- Master image creation
- Channel-specific resizing and formatting
- Image standardization across catalog
- Ongoing new SKU image support

Results Achieved (First 60–90 Days)

- **Standardized image sets across all sales channels**
- **Reduced internal image rework and duplication**
- **Faster SKU onboarding for B2B and B2C channels**
- **Improved consistency in partner-facing catalogs**

The internal team was able to:

- Launch products faster across channels
- Reduce operational friction
- Maintain a single source of truth for product images