



Why Desktop?

 DigiLabs Whitepaper

This whitepaper explores the many advantages of a photo service based on desktop software in comparison to web-based applications. At the outset, it is important to note that each technology has its inherent pros and cons. With that said, we believe the advantages of a desktop application significantly outweigh those of web-based software in many more market and business applications related to photo.

Advantages of desktop software are listed below from both the perspective of service providers and end users.

Advantages of Desktop Photo Solutions from Service Provider Perspective

Larger Audience – Desktop software can enable more consumers to order in more ways including offline ordering (users create at home and bring order into store via portable media device – an ideal solution for those without high-speed Internet and for retailers wanting to drive foot-traffic) and in-store ordering. This is vital in many markets where Internet access is limited or security associated with personal assets is critical. Additionally, desktop software like DigiLabs can enable home printing.

Speed – Web applications are problematic, particularly for multi-image products (e.g. photobooks and calendars), because users need to upload high resolution images prior to creating the product. For products like photo books, the upload process can literally take hours and consequently, many consumers will abandon the project. In the web-based world, abandonment rates are high while *in the desktop world abandonment is hardly a factor*. Using a desktop application, like DigiLabs, end-users can create a photo book, regardless of the number of images, within seconds.

Own The Desktop – By providing your customers with a desktop application, you can ‘own’ the desktop as your photo application will be right there and will be a likely go-to destination for customers to create and order photo products.

Low Operations Cost – Web-based models are costly to operate. These costs are associated with storage of photos, managing memberships and securing every member’s personal assets. Desktop solutions completely eliminate such costs.

Less Risk – With DigiLabs server-free architecture, the creative work is delivered directly from your end-user’s computer to you without having to go through a server component. There is no one server or site that might go down and stop the flow of creativity. This translates into less risk and increased uptime for the service provider.

Real Proof – DigiLabs desktop solution allows users to view a real proof of their creation in PDF format – what they see is what they get! This reduces customer dissatisfaction and support resources.

The numbers Say It All – Some of the most successful photo service providers use desktop solutions e.g., Apple iPhoto, Blurb and CeWe Color.

Advantages of Desktop Photo Solutions from End User Perspective

Access to a Larger Personal Photo Repository – With the convenience of digital cameras, end users capture more photos than they can possibly upload to a web service. They tend to keep all photos on their desktop, and a desktop solution allows them to quickly and conveniently select from those photos on demand.

More Power, More Features – Desktop software applications are inherently *more powerful and feature-rich* compared to web-based software applications. Desktop solutions enable more advance products (like lay-flat books) and thus help you stand-out and compete more effectively.

More Languages, More Fonts – In general, a web-based model limits the user to one user interface language and a handful of pre-selected fonts for adding text into a photo product. In contrast, DigiLabs desktop solution is self-contained with *more than twenty-five languages and enables users to create using literally any font in any language that they have on their computer*. As an example, a Chinese user can switch the interface to Chinese (traditional or simplified) and create using Chinese fonts (and mix different fonts). All desktop software solutions are not created equal, and these capabilities are not universally true about other desktop solutions.

Better User Experience – With a desktop solution, users enjoy a better creative experience. They can start a family or individual project and finish it over multiple sessions as necessary. DigiLabs easy-to-use software offers them one working space with photos, pages, design content and creative features all accessible in one or two mouse clicks.

Offline Creation – With desktop solutions, users can create personalized photo products without being online. For example, they can do it on a flight coming back from vacation.

Personalization Memory – DigiLabs desktop solution remembers user's personal data – for example, family birth and event dates for calendar creation. Thus users do not have to re-enter these dates over and over again. It also saves all previously created products for future re-use. All this saves time and presents convenience.

Higher Security for Personal Assets – With a desktop solution, users maintain complete control over their personal photos. There is no need to upload their photos to a web-based service.

Typical Misconceptions about Desktop Solutions

Startup Time – A common misconception about desktop solutions is that the start time is longer because the software has to be downloaded and installed on a local computer. When compared to startup time with web-based solutions where a user has to register and upload photos, in fact, this is not an issue. With DigiLabs software, a user downloads around 45MB to get started. This will take around two minutes for a typical broadband connection and it is a one-time action so that once the user installs the software, it is there on their desktop indefinitely and upgrades happen automatically.

Upload Time – Another misconception is that after creating a product, it takes a long time for the file to be uploaded. This is not true. The software automatically resizes photos to an optimized, printable resolution. So, the software automatically resizes to optimize upload speed without compromising print quality. This is in contrast to web applications which require users to upload the highest resolution regardless of what is being ordered.

Why Web-based?

Proprietary Assets – In some cases, a service provider keeps proprietary photos in a web-based repository, and provides access to users while maintaining control.

Collaboration – A web application makes collaboration easier and more efficient.



DigiLabs

www.digilabstech.com