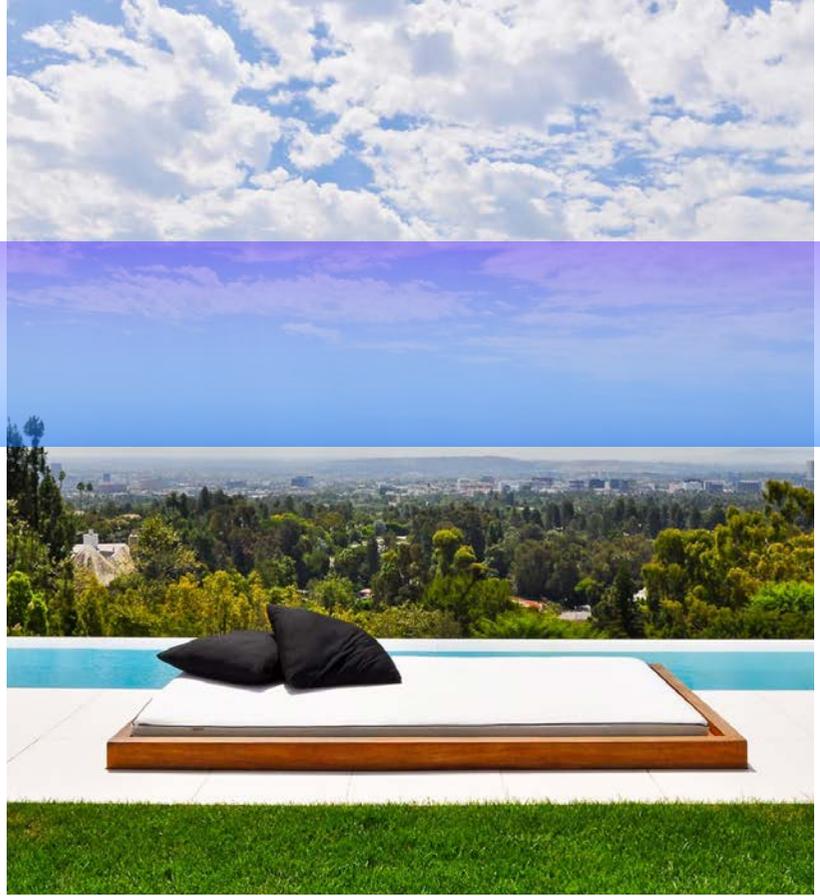


DATA MIGRATION AND BACKEND ADMIN PANEL DEVELOPMENT

Image Locations has raised the standard of filming and photography locations for over 17 years. BeanMachine meticulously [developed a new backend admin panel](#) so Image Locations could further scale their business.



MODERNIZING LOCATION BOOKING

Image Locations has some of the biggest recurring clients including HBO, Netflix, Amazon, Apple, Disney, and Warner Brothers. These companies are constantly demanding the best, most opulent, and custom curated filming locations to stay ahead of the market.

Image Locations had simply outgrown their internal search and booking system. They needed a more robust tool to help internal employees find the best locations for these large companies to film their sets, host their parties, and take pictures.

BeanMachine looked at their current infrastructure and knew it was time to rebuild a custom admin panel for the Image Locations team. The main goals of this rebuild were to make finding locations more efficient, simplify the process to onboard and upload new properties, and integrate a calendar system like Airbnb to know when locations were free to book. We were working with migrating roughly 25,000 data points from their old system into a new system that would simplify the day to day operations of the business.



-  Image Location
-  Film and Media
-  Los Angeles, CA
-  [imagelocations.com](https://www.imagelocations.com)

AT A GLANCE

CHALLENGES

- Migrate a database with thousands of images, files, and classifiers
- Create a modern admin panel
- Redesign the entire existing site framework
- Training current employees to use a new system

SOLUTIONS

- Use of modern AWS tools
- Heavy focus on design and UI/UX controls
- Implement custom development techniques to modernize the framework
- In-person and online training sessions

SOLUTIONS

Data migration was only a small hurdle to overcome. Using modern tech stacks offered by AWS we were able to successfully migrate their current locations into a new system and improve upon it. We took the time to assign a dedicated team of designers and developers to build out a new admin panel that made it easier for Image Location employees to meet the ever-changing demands of their clientele.

We are still working with Image Locations today to redesign front end aspects of their website and further integrate Salesforce and deeper analytics and dashboard into their custom intranet.



STRATEGY & APPROACH

- 1 REBUILD THE ADMIN PLATFORM**

Image Locations had outgrown their current system and it was time to build something custom based on the data and analytics accumulated by the firm over 15 years. We rebuilt the platform utilizing React and Laravel to streamline usage and functionality.
- 2 INCREASE LOCATION CLASSIFIERS**

The Image Location team needed better ways to filter images and search their location inventory. Instead of having a rudimentary search that might only pick up a set of basic tags, we expanded the search capabilities making it easier for users to find specific locations.
- 3 ENHANCE FRONTEND DESIGNS**

Over time we are working with Image Locations to update their frontend designs and the way actual users like Netflix, HBO, and Disney interact with their platform to search and find locations.

RESULTS

100%

EMPLOYEE SATISFACTION

We made their job easier so they could close more sales

25,000+

DATA POINTS MIGRATED

Each location, respective images, and tags migrated

25

TRAINING SESSIONS

In-depth training sessions to teach the new system

100+

NEW LOCATIONS ADDED

Ease of use means the team has been able to add more location to their collection



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