



Creators of Asset Bank,
Dash and BrandHub

MEDIA BRIEFING

Bright was founded in 1999 by our directors Eric and Martin who originally met in 1991 whilst studying Computer Science at Warwick University. They went on to work together at an innovative London-based software development consultancy before starting their own company.

Their mission was to provide the high levels of professional service, technical ability and experience normally associated with much larger, industry-leading software development companies, but for a more reasonable price. Success and growth soon followed and today Bright has over 19 years' of experience developing highly usable and robust web applications for a wide range of clients all over the world.

Eric and Martin were inspired to enter the world of Digital Asset Management (DAM) after developing a bespoke image management solution for a client. They quickly realised that the management of digital assets was becoming an important issue for marketing and brand teams. However, at the time, the majority of DAM solutions available came with exorbitant price tags. Their founding vision for Asset Bank was to provide high-quality DAM software at a great price.

The sentiment of that vision remains true today and is still at the heart of everything we do.

Inspiring and supportive software solutions that save time, are a delight to use and deliver measurable value and impact to all of our customers.

ASSET BANK

Asset Bank is Bright's flagship product and is an award-winning Digital Asset Management System (DAM) first released in 2005.

After 13 years at the forefront of the DAM industry, we've built up a portfolio of 800 global clients including

- SEP 1991**
Martin and Eric meet at Warwick University studying Computer science
- 1995**
Martin & Eric start working for Quidnunc - a leading software development company
- OCT 1999**
Eric leaves Quidnunc and sets up BN2Web in a home office in Kempton with his dog Buster (he only bit one of our clients).
- JAN 2002**
Matt starts as our first developer
- APR 2002**
Martin joins the company as Director and co-owner
- JUL 2002**
We win the Royal Shakespeare Company project, our first high profile client
- AUG 2003**
The company changes its name to Bright Interactive and starts developing custom websites and applications for a wide range of clients
- JAN 2004**
GKN Driveline asks Bright to develop a bespoke image management solution for them; an early version of a DAM.
- JAN 2005**
Asset Bank is launched. Our first client was Medical Research Council, and in our first year we sold Asset Bank to over 30 organisations
- JUN 2008**
We have 12 permanent employees and 14 international clients
- JUL 2009**
We have over 120 clients including 25 international clients - 80% UK, 15% USA/ Canada, 5% Rest of the World.
- JUL 2010**
We move to the ninth floor in Tower Point in central Brighton
- JUN 2012**
We reach 300 clients
- OCT 2010**
Company turnover tops £1m
- JUN 2011**
Bright becomes Agile - our first Scrum Sprint Planning meeting with a client
- OCT 2013**
Company turnover tops £2m
- MAR 2015**
We reach 30 employees
- SEP 2015**
We create the first 'Bright Agile Maker' event to share our Agile knowledge and practice with our digital community
- SEP 2016**
We reach 600 clients
- 2017**
We democratise our company structure and move to self managing teams
- OCT 2018**
Company turnover tops £3m
- FEB 2019**
We reach 800 clients
- MAR 2019**
We launch our new brand including new product logos
- MAR 2019**
We launch Brand Hub
- APR 2019**
We launch Dash

20 FTSE 100 companies, have a 5-star rating on Trustpilot and recently won the “Best Ease of Use 2018” award for a DAM solution from Captterra.

Asset Bank’s strength lies in the flexible and configurable product, its simple yet comprehensive user interface, the extensive feature set and many options for integration with other applications.

From start to finish, Asset Bank’s goal is to help each and every one of our customers to leverage the years of experience we have gained in the DAM industry.

BRAND HUB

Brand Hub is newly launched by Bright and is a set of interactive Brand Guidelines, designed to tell your organisation’s brand story, showcase content, inspire teams and partners and reinforce brand consistency.

Brand Hub is ideal for teams who want a stunning and inspirational showcase instead of a static brand guidelines document. It’s your brand at its best.

Brand Hub is built for Asset Bank and provides a seamless experience for users. It is supported by Asset Bank’s responsive support team giving a streamlined consistent experience and peace of mind.

DASH

Bright’s third product - Dash will be launched shortly and is a streamlined, intelligent DAM solution designed to take the pain out of managing assets so that our customers can focus on being creative.

Using cutting edge facial recognition technology, Dash makes it as fast as possible to upload, tag, share and use digital assets. It is built for busy people who prioritise speed and agility and it is designed to integrate easily with other applications our customers may use.

The vision for Dash is to provide a ‘hands-free’ DAM solution - one that doesn’t require admin users to manually tag assets, with cutting-edge AI technologies, including object tagging and Facial Recognition.



CLIENTS INCLUDE



“Asset Bank is a powerful, user-friendly system developed by an intelligent, hardworking and proactive team at Bright Interactive. ITV is delighted with the performance and service.”

DAN GLEESON
PRODUCER - ITV CREATIVE

CONTACT

To discuss the potential that Digital Asset Management can unlock for your organisation, contact us on +44 (0) 1273 923153 or at info@assetbank.co.uk

