



National Trust photo collections now online

The National Trust, a UK Charity and the Nation's heritage guardian, turned to eLINIA to provide their IT infrastructure to support the launch of a commercial project to generate additional revenue. Looking to leverage their assets, the National Trust realised that there was a commercial market for the sale of their photo library on line.

The National Trust Photo Library contains a wide range of fascinating and beautiful images which cover the properties and landscapes in the National Trust's care; as well as images that convey the unique character of the landscape of England, Wales and Northern Ireland.

The Need

The National Trust required a site that would offer a new route to market for the sale of their photo library online. The Trust has a huge number of images available for businesses and consumers alike to purchase, including landscape, coastline, gardens, interiors, architecture, works of art, conservation and people. eLINIA were asked to develop a new service that would allow the public to browse the National Trust's catalogue and purchase high quality images online.

The Solution

The solution proposed was built using a load balanced webserver tier connected to a backend database that indexes images. The National Trust Photographic Library's (www.ntpl.org.uk) network infrastructure within which the servers are hosted has no single point of failure, ensuring the platform continues to run if any one of a number of components were to fail. The servers are located in a state of the art datacentre which offers fully redundant power, cooling and network environment. The site has diverse power and network feeds into the building, and is extremely secure, holding ISO 27001 accreditation.

"This platform is very important for us as it allows us to offer our catalogue of beautiful images to the wider public. The platform allows users to purchase images online, so it was important to choose a supplier with a security focus to ensure our customers' data remains safe" said Steve Marsden, Head of Procurement for The National Trust. "eLINIA work with The Trust very



closely to ensure the services they deliver for us fit our business requirements."

"We consider ourselves to be an extension of The National Trust's IT department", states Adrian Rapps, eLINIA Technical Director. "We have earned their trust over the last three years, and they value the expertise and experience that we bring. We are consulted on new infrastructure decisions, and help to shape IT strategy going forward."

The National Trust Photographic Library is just one of the considerable number of applications infrastructure management services that eLINIA delivers.

eLINIA delivers managed ICT solutions for business. UK based and specialising in secure managed hosted solutions, eLINIA offers the highest levels of service. eLINIA believes in building very close relationships with its clients, so there is a real understanding of what business function a particular application performs. Through this integration, eLINIA can deliver a service that is truly pro-active, flexible and agile.



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