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Your Workflow: A Year in Review

A year of evolution and our bright future
together in high volume photography

Make more

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Who is this book for?

This book is for professional volume photography studios – whether you're already working with Captura or simply curious about where we're headed. It's for studios focused on staying competitive by building stability, scaling their operations, and leveraging tools that make workflows smarter and more efficient.

We'll walk you through the progress we've made in key areas like new features, platform improvements, and delivering a better customer experience, all with an eye on helping you do more with less. If you're looking to understand how Captura is innovating to improve your business, this book is for you.

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Introducing Captura

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We're excited to introduce Captura—the next chapter in our journey, uniting the proven expertise and innovation of ImageQuix, PhotoLynx, Skylab, Fotomerchant, and Simplephoto under one name.

Captura represents the future of the high volume photography industry. Over the last year we've transformed from the best companies in high volume photography to the leader in providing you with the tools to grow your business.

We're honored that you've worked with us through this transition - we couldn't have done it without you. Your feedback over the last year has been invaluable and we're excited about what's next.

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A look back at 2024

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New features

In 2024, we released new features to improve your workflows and scaled our platform to meet your growing needs. And with every step we learned from you. As we grow together, we'll continue to look to you to help shape our future.

Dynamic My Design print products
Save time by adding custom imagery per job (e.g., school logos) that automatically fills in your print products. You create one product with endless configurations.

The Shop
Our next-generation shopping cart has already reduced checkout issues and lifted participation 17%, providing a faster, more intuitive ecommerce experience. Did we mention its mobile-first optimization?

APIs
Our open API provides powerful integration options, opening doors for advanced workflows, faster job creation, custom order reporting, and seamless connectivity with other tools.

Image Asset Library
A centralized space to host and organize your display images, making managing and updating visuals easier than ever.

Organizations
Streamline your workflow and manage multiple jobs within one Client with ease – saving time and reducing complexity.

Facial recognition technology [Beta]
A glimpse into the future of automation to make organizing and managing images even easier.

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Stages for Job Automation

Take your jobs from preorder to proofing, pickup to direct ship, and so much more — completely hands free — so you can easily standardize and speed up processes across your studio.

Custom Image Attributes

Create, tag, and filter images based on your own criteria, giving you greater control over your images.

Yearbook Pose Management

Choose which photos you want your customers to select yearbook poses from. Prevent that sports candid from making its way to the yearbook!

Job Order Summary Report

Calculate your net sales in seconds with a job-level overview of orders. Perfect for quick commission reports to the school.

Custom Receipt Graphics

Enhance your branding with tailored receipt designs that leave a lasting impression on your customers.
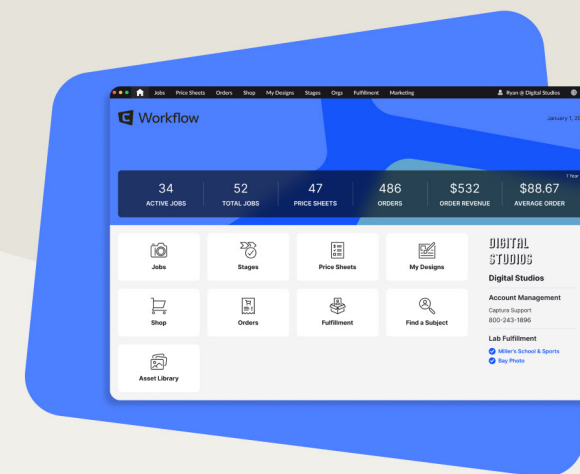
Job Duplication

Speeds up job creation, helping you manage your workload more efficiently.

Big progress on a big item

Order Archiving

We heard from you loud and clear this year and we have now expanded the order archiving self-service capabilities, freeing up more of your time.

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Improved platform

Our platform enables all our capabilities to be delivered to you when you need them. And throughout 2024 we began to scale our platform to meet your needs.

Captura, by the numbers

Over 2.5 billion data requests processed

That's how much work we've done behind the scenes in the past year to keep your operations running smoothly.

Blazing-fast speed

With an average response time of just 40 milliseconds, your tools and features respond almost instantly, saving you time and keeping things efficient.

Lightning-quick syncing

Most gallery syncs are completed in under a second, ensuring your updates are reflected faster than ever.

Real results

Improved cart experience

The revamped shopping cart continues to outperform the previous version, reducing cart abandonment and boosting conversions. A more intuitive, mobile-first design and enhanced functionality have helped turn interest into sales more efficiently.

SMS campaigns

With 38 million SMS messages sent you've been able to engage customers instantly with high-performing campaigns that lead to quicker conversions and greater loyalty.

Emails sent

With over 233 million emails sent, these campaigns served as a driving force, significantly boosting participation rates and revenue, not only during key seasonal peaks but also outside of the busy season.

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This fall season revealed areas where our systems and processes need to catch up with the demands of growth. High order volumes and legacy system dependencies highlighted the need for more robust infrastructure and seamless integrations.

This year, we made major investments in scaling our infrastructure and enhancing security to ensure our platform is faster, more reliable, and better equipped to handle peak traffic. These updates are designed to improve performance at every level, from faster image processing to enhanced order rendering and API capabilities.

While we're excited about what we've built, we're focused on ensuring the stability and dependability of the platform in 2025 and beyond.

Consistent performance during busy times
We've upgraded how our servers handle traffic to ensure everything runs smoothly, even during the busiest periods. This means faster and more reliable access to your tools, no matter how much is happening at once.

Faster image processing with Captura Intelligence (formerly Skylab)

With a 500% increase in processing power, our AI enhancements, powered by Captura Intelligence, can handle large image jobs quicker than ever. Cropping, color correction, background removal, and your favorite AI features processed faster, so you can meet deadlines and keep things moving.

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Quicker order processing

We've revamped how orders are handled so that 99% of invoices are delivered in under 10 minutes. This helps labs and studios stay on schedule and keeps your customers happy. As mentioned before, this is also something we will be focusing on in 2025. While we've made progress, we need to continue to optimize.

Faster database syncs

We've reduced database sync times significantly, making workflows more efficient. This means less waiting and more time to focus on what matters.

Stronger data security

Your data's safety is our top priority. With new security measures, like unguessable gallery links, and a commitment to achieving SOC-2 certification, we're ensuring your business and your customers are protected.

These improvements are all about making your experience faster, easier, and more secure, so you can focus on growing your business.

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Enhanced Customer Support

We strive to provide you with personalized support that's tailored to your unique needs. This year, we faced an influx of requests, particularly during peak season, which put our systems and processes to the test.

While we made progress, we also saw areas where we could do better. Support delays and inconsistent experiences reminded us how critical it is to meet you where you are—every time.

Support isn't just about solving issues; it's about understanding your business, the flexibility of our platform, and providing answers that fit your specific context.

We made big improvements over the year and we're not stopping until you feel fully supported every step of the way.

Streamlined support, personalized solutions

We've transitioned to a single point of contact model by pairing you with a dedicated Customer Success Manager (CSM). Your CSM is your trusted partner, fully versed in your account details and ready to provide clear, context-driven support without the usual back-and-forth. This approach streamlines communication, ensuring faster responses and more personalized solutions while minimizing unnecessary complexity.

Improved efficiency

Our focus on routing inquiries through CSMs has already delivered measurable results:

- Average replies per inquiry: Reduced by 10.7%
- Time to first reply: Improved by 19.6%
- Time to close: Dramatically reduced by 70.6%

Onboarding resources and playbooks

We're building comprehensive guides, playbooks, and workflows to make sure you feel supported from day one. These resources are designed to simplify complex processes and help you make the most of our platform.

Inquiry response time

Time to first reply
improved by
19.6%

Time to close
dramatically reduced by
70.6%

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What's ahead for 2025

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Meet our products

These new product names align with our vision of creating a unified platform that embodies simplicity, stability, and innovation. They make it easier for everyone to understand what each tool does and how it fits into their workflow.

Workflow
formerly Blueprint

Enhance
formerly Skylab Studio

Yearbooks
formerly PLIC Books

Print Lab
formerly PLIC Lab + Rip Lynx + Blueprint Lab

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Workflow

(formerly Blueprint)

Streamline your operations with Workflow, the all-in-one ecommerce and job management solution designed for high volume photography businesses. From image capture to checkout, Workflow delivers flexibility and automation to help you boost efficiency and revenue. Highlights include its powerful shopping cart, yearbook integration, and automated marketing campaigns, ensuring seamless customer journeys.

Unlock more with Workflow add-ons

These add-ons amplify Workflow's capabilities, giving you even greater control and flexibility to meet the needs of schools, labs, and vertical studios.

School Portal (formerly PLIC Go)

Simplify school photography management with this secure, cloud-based portal. School Portal enables seamless data sharing, ID card printing, and reporting for schools and districts of all sizes. Easily connect with schools to access student directories, transfer files, and manage yearbook workflows, all from one centralized location.

Product Designer (formerly PLIC Elements)

Supercharge your creative capabilities with Product Designer, a web-based solution that allows you to create composites, ID cards, and custom certificates with ease. Its intuitive drag-and-drop tools and real-time collaboration features make designing a breeze while maintaining high-quality results.

Enhance

(formerly Skylab Studio)

Speed up post-production with Enhance, our AI-powered editing tool that combines human quality with machine speed. From background removal and blemish retouching to color correction, Enhance allows you to edit thousands of images in minutes. It's your key to maintaining studio-quality results while freeing up valuable time to focus on growth.

Print Lab

Tailored to large print labs and vertical studios, Print Lab integrates seamlessly with your shopping cart for a fully automated experience. Whether you need high volume production workflows or unique custom prints, this solution offers scalability and precision for all your printing needs.

Yearbooks

(formerly PLIC Books)

Simplify yearbook creation with Yearbooks, an intuitive tool featuring drag-and-drop layouts, real-time collaboration, and built-in sales solutions. Trusted by thousands of schools, it's perfect for photographers and print providers looking to streamline yearbook production while boosting revenue.

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What's next for the platform

You've told us loud and clear: what matters most is a platform that works seamlessly—reliably, every time. In 2025, we're doubling down on these priorities to ensure every interaction with our platform feels effortless and rewarding.

Platform improvements

Resolving delayed order issues

Improvements to processing time for orders and prioritizing development to improve how Workflow communicates with Stripe.

Reducing syncing delays

Advancements in database performance and syncing processes will reduce wait times and eliminate bottlenecks.

Bug fixes and stability

We're focusing on squashing persistent bugs across the platform, ensuring that tools you rely on work without a hitch.

Expanded server capacity

Further scaling infrastructure to handle even higher volumes seamlessly.

SOC-2 security

Committed to data protection

We've taken significant steps toward SOC-2 certification, with Type 1 compliance targeted for Q1 2025 and Type 2 for Q2 2025. This commitment ensures your data—and your customers' data— remains secure.

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You are the most important part of Captura. As we grow, we want to partner with you to bring new innovations to the high volume photography industry. Leveraging the data in our platform and our community, we also want to provide you with insights into how to optimize your business.

More resources for you

Use all that Captura provides to improve your business operations. We're developing comprehensive guides and step-by-step playbooks to help new customers hit the ground running and existing customers learn new and advanced features. From your first login to becoming an expert, we'll be with you every step of the way.

Innovating, together

As we unify our platform, we will be continuously improving your experience with Captura products. You'll get all the details about new features, system improvements, and any changes that might affect your workflow.

The School Photography Industry Report

Our annual School Photography Industry Report is a comprehensive exploration of the trends, challenges, and opportunities shaping the school photography landscape. In 2023, the report expanded significantly, analyzing responses from 74,000 parents and 2,500 school representatives. This feedback provided an in-depth snapshot of the industry's health, capturing insights into how parents and schools view their current photography services and their preferences for specific products, delivery, and photo day process.

Looking ahead, our upcoming 2024/2025 report is poised to be our most ambitious yet, with an even broader base of respondents already contributing invaluable data.

This expanded scope will allow us to deliver richer, more actionable insights to help studios align with customer expectations and market trends like never before.

Data-driven insights

We're investing in data analysis to surface insights into customer behavior. This data-informed approach will empower studios to craft picture packages that resonate with their customers, maximize value, and drive revenue growth.

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Whether you're a studio owner, operator, or photographer, we're here to help you make more — more revenue, more impact, and more free time.

To find out more about how Captura can grow your business, or to book a demo, send us an email at sales@captura.io or visit us online at captura.io.

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