

G-Cloud 15 – Cloud Software

Service Definition Document

Capture Ltd

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About Capture

Capture is a specialist technology provider, our platform and services are developed specifically for heritage organisations – helping them get the most out of their fabulous collections. Capture's team already work with a number of ALEO and NDPBs including The Scottish Government, Scottish NHS as other prominent UK organisations such as Royal Armouries Museums, The British Library and The National Archives. They work with us to help support the delivery of their strategic objectives chiefly around themes that involve management and preservation of content, connecting audiences – existing and new and in some cases to commercialise / license their assets.

We have a passion for content and believe our experience and approach make us an excellent fit technically, commercially and in our culture with UK government requirements.

Capture's Services

Capture offers two main offerings - 1. a web hosted, Digital Asset Management System ("DAMS") platform and 2. a range of Professional Services covering the full life cycle of a project, from initial deployment through to ongoing support.

1. Platform

The Capture platform comes in two main variants – Capture Pro, our core offering and Capture Express for organisations that want to a simple first step into the management of digital content.

In addition to the core platform, for organisations that want to commercialise their content, Capture has an add on module called Capture Commerce which provides full eCommerce, Distribution and Contributor management capabilities.

Please refer to our website at : https://www.capture.co.uk/features/ for more information on the comparisons between these offerings.

2. Professional Services

In addition to our software, Capture provides a range of packaged services covering implementations, training, support and a range of managed services.

Service Overview

Capture EXPRESS

Get up-and-running fast with EXPRESS - Capture's out-of-the-box, self-serve, gem-of-a-package. Join some of the world's most prominent brands using Capture to manage and elevate the value of their visual media assets. Quality and ease are our bywords – bringing the richest returns.

Ingest, organise, enrich, find and distribute your photo and video assets anytime, anywhere. EXPRESS allows you to experience, set up and utilise a fully-functioning Digital Asset Management platform - to truly understand how the system can be used within your organisation … as well as the value it can deliver.

Get going immediately, but build for the future – all roads with Capture lead forward. No set-up costs, just a monthly fee which will give you a standard EXPRESS system and kick-off training to use our powerful gateway product. EXPRESS may be all you ever need – but is also infinitely extensible: add users, storage, fields, modules, professional services – whatever is required - to take the digital experience for your organisation to the next level.

ACCESS and PERMISSIONS
Secure control over your curated collections. Ensure the right content gets to the right audience every time.

ASSET INFORMATION
Utilise 37 pre-configured and control metadata fields to manage content, context, rights and permissions.

BRANDED EXPERIENCE
Personalise the look and feel, domain, search experience of the WordPress-based front-end portal.

REPORTS and INSIGHT
Monitor performance and metrics with an array of pre-built dashboard reports.

WHAT YOU GET with EXPRESS

USERS and STORAGE	
Back-office user licences	2
Front-end users	Unlimited
Cloud storage	1TB
CENTRALISE and CONTROL ACCESS	
All your assets secure - and searchable from one point	Y
Manage asset rights and permissions – including Multi-factor authentication (MFA)	Y
Access to Capture's consumption-based API for integration with 3rd party systems	Y
ADD MEANING and VALUE	
All aspects of your digital assets at your fingertips in intuitive screens	Y
Organise assets in hierarchical collections	Y
Add information to make content discoverable and valuable	Y
Protect yourself against legal challenges through rights managing content	Y
Build beautifully-curated collections	Y
Manage front-end users, staff, clients via the in-built user management system	Y
SHOWCASE and DISTRIBUTE	
World-class flexible, branded portal ensuring excellent end-user experience	Y
Control portal access so the right people are served the right content	Y
Showcase assets in hierarchical collections	Y
Search, share and collaborate via lightboxes (favourites/shortlists)	Y
Download, or share by URL or email	Y
Accessibility features - WGAC 2.1 compliant portal	Y
SUPPORT	
Online Help Centre + Customer Forum	Y
Kick-start training - 2 x 1 hour closed group training sessions that will show you how to upload your content, add metadata, control access, create collections, and carry out simple front-end website management.	Y
Ability to add storage, back-office users, modules, professional service packages, API	Y

Capture PRO

Come on board with our enterprise, consultancy-led package, Capture PRO. Join top brands in culture, media, sport and the professional image industry, who use Capture's innate knowledge and our flexible, extensible platform, to manage and elevate the value of their media assets.

Capture PRO is the most configurable Digital Asset Management platform on the market. Ingest, approve, edit, organize, enrich, find and bulk distribute your photo and video assets … and add extra modules and storage.

ACCESS, SUBMISSIONS, APPROVALS, PERMISSIONS
Secure control over your curated collections. Ensure the right content gets to the right audience, every time.

ASSET INFORMATION, KEYWORDING, DISTRIBUTION
Utilise 37 pre-configured and control metadata fields to manage content, context, rights and permissions. Change, extend these using Professional Services.

BRANDED EXPERIENCE
Configurable look and feel, domain, and search.

USERS and CONTRIBUTOR MANAGEMENT
Manage a variety of user accounts and permissions.

SKY IS THE LIMIT – expand with your ambition
Add fields, modules and storage at any time – or use our expert Professional Services team to help.

WHAT YOU GET with PRO

USERS and STORAGE	
Back-office user licences	5
Front-end users	Unlimited
Cloud storage	1TB
CENTRALISE and CONTROL ACCESS	
All your assets secure – and searchable from one point	Y
Manage asset rights and permissions – including Multi-factor authentication (MFA)	Y
ADD MEANING and VALUE	
All aspects of your digital assets at your fingertips in intuitive screens	Y
Organise assets in hierarchical collections	Y
Easily add information to make content discoverable and valuable	Y
Bulk-add keywords fast and accurately with our Capture KEYWORDER module	Y
Multiple hierarchical controlled vocabularies handled to reflect your content	Y
Protect yourself against legal challenges through rights managing content	Y
Build beautifully-curated collections	Y
Manage front-end users, staff, clients via in-built user management system	Y
Configurable approval workflows to support multiple content creators	Y
Simple 'starter' controlled vocabulary included to enrich keywording	Y
SHOW CASE and DISTRIBUTE	
World-class flexible, branded portal ensuring excellent end-user experience	Y
Control portal access so the right people are served the right content	Y
Showcase assets in hierarchical collections	Y
Search, share and collaborate via lightboxes (favourites)	Y
Download assets, or share by URL or email	Y
Accessibility features - WGAC 2.1 compliant portal	Y
Bulk distribution of content and metadata to multiple targets	Y
SUPPORT	
Named Account Manager + 2 hours' support/month + online Help Centre + Customer Forum	Y
Set-up and onboarding - our expert team will get you up-and-running. - Managed onboarding via a dedicated Delivery Manager. - 48 hours of project and configuration resources including: scoping; data ingestion; setting up collections; configuring permissions; implementing home page content; QA; UAT. - 4 x 1 hour closed group training sessions.	Y
Ability to add storage, back-office users, modules, professional service packages, API …	Y

Capture COMMERCE

Your digital asset management journey continues here – with the additional COMMERCE component that can be added to Capture EXPRESS or PRO. We are dedicated to elevating the value of your content, and this module augments the Capture platform to deliver full finance capabilities – and enable licensing and monetization in a variety of ways.

COMMERCE provides all the tools and functions to manage the financial part of your content business, including royalty management, and self-serve content sales and licensing.

KEEPING TABS WITH EASE
At your fingertips, full financial management all the way down to asset level.

FLEXIBLE PRICING OPTIONS
Reflect the value of your content in the optimum way with our fully-configurable, multi-level, pricebook.

BEST BUYING EXPERIENCE FOR YOUR CLIENTS
Set up a variety of purchasing options including licensed, subscription and 'bundle' sales.

REWARDING CONTRIBUTORS
Royalty tracking and reporting, including commission management and payment.

WHAT YOU GET with COMMERCE

FINANCIAL MANAGEMENT	
Client accounts created and managed in the Capture CRM	Y
Invoices generated and attached to client accounts	Y
Individual asset licensing on a line-by-line basis	Y
Expenses logged in the purchase ledger	Y
Highly-flexible, fully-configurable, pricebook to reflect your business	Y
Contributor accounts that record royalty agreements and rights allowed/not allowed	Y
Complete automation in commission calculation, including background accounting	Y
Contributors' private area to check accounts, automatically updated in real time	Y
PURCHASING JOURNEY	
VAT MOSS (Mini One Stop Shop) – sell assets in EU with the right VAT rate and user type	Y
Intuitive licensing journey configured to suit you, your clients, and your content	Y
Options include multi-faceted licenses, subscription deals and 'bundle' sales	Y
Slick basket / cart process allowing easy, yet rights controlled, download	Y
Clients can check their accounts, pay invoices, and download later from the website	Y
SUPPORT	
Named Account Manager	Y
Access to a support desk and currently agreed hours of support resource per month	Y
Online Help Centre + Customer Forum	Y
Set-up and onboarding - our expert team will get you up-and-running. - Managed onboarding via a dedicated Delivery Manager. - 22 hours of project and configuration resources including: project scoping; price book consultation, set-up and configuration; set-up of approved payment gateway; configuration of VAT MOSS; set-up and configuration of commission management and payment; administrator and/or end-user training; QA; UAT. - 4 x 1 hour closed group training sessions.	Y
Ability to add storage, back-office users, modules, professional service packages, API …	
Full automation requires set-up and configuration for payment gateway integration	

Capture Professional Services

Capture does not just provide technology – we also have a team of Subject Matter Experts who are daily users of the Capture system with on average 15 years of industry experience on hand to help you with any aspect of your work. Perhaps keywording to ensure assets are searchable and oven-ready in the system, or helping with digital quality control … an extra pair of hands for anything you require. We can tackle anything from a small, one off project to using us on a retained basis.

In addition, we offer software development services to support more technical projects – Front End design, systems integration and custom workflows for example.

Below is an overview of some of the capabilities we provide.

Service	What does this entail?
Discovery Workshops – Multi area engagements including guided workshops with detailed reports and guides as outputs. Topics include:	
Strategy and planning	Market overview and trends DAM Maturity model stage analysis Scoping DAM requirements Tender documentation development
Technological Advancement	Implementation Benchmark v. best practice User requirements gathering Investment Business case development
Audit and Insight	Auditing Collections and systems usage Advising on how to utilise the collection Preparing a recommended strategic plan of action
Managed Services - Standard	
Asset Management	Digitisation Ingestion Organising Quality Control Archiving
Data	Ingestion Audit Corrections Export Mapping
Keywording	Standard – to make your content more discoverable – we support a range of keywording structures for popular distribution outlets like Getty, Alamy, Adobe and Shutterstock Review, enrichment and corrections

	Custom projects
Creative	Creating a visual catalogue of content Subtitling video Colour correction of images or video Re-touching images
Managed Services - Commercialisation	
Distribution	Allocated distributor, who will oversee the communication with the recipient Establishing fastest, most reliable and cost-efficient methods. Preparing data sheets Setting up cross platform distribution Monitoring the process Providing the client with regular updates and distribution report
Sales and Marketing	Pro-active sales Re-active sales Invoicing Creating and running sales campaigns Sales reporting
Account Management	General Admin End of month reporting Client facing tasks
Licensing	Consultation on licensing and pricing strategies Reviewing model and property releases Advising on the correct license type Managing secondary licensing applications
Software Services	
Integration	Support with customer led API development Capture led integrations to customer and third party systems Provision of standard supported integrations eg SSO, AWS (s3) storage
Front End Design	Changes to look and feel of site within standard WordPress templates Development of custom Front End designs
Project work	Customisation of Capture platform Development of customer specific functionality not planned near or medium term in our product roadmap

Additional Information

Information Security

We understand that when you use our cloud services, you are putting your trust in Capture with one of your most valuable assets—both the digital content and related information which may including personal information meta data and much more.

We take your privacy seriously and use a matrix approach to manage this through the lifecycle of assets we hold on your behalf. In addition to the resources, people and processes, we

ground our commitments in strong contractual guarantees, so you can trust that we'll protect the privacy and confidentiality of your data and will only use it in a way that's consistent with your expectations.

Our commitment is reflected in our accreditations – covering ISO 27001:2022, PCI-DSS and Cyber Essentials Plus.

Technology with a human interface

Capture considers that the human element is as important as the technology in all our projects, and all these aspects are included in the pricing. You will find a team with a wealth of knowledge, a 'can do' attitude, the ability to deliver on time … and make sure everyone enjoys the ride, and feels positive and motivated, during the journey.

Capture's onboarding process includes provision of a project plan with timelines and milestones to cover all phases of the project including delivery, installation, configuration, data migration, testing, training, user acceptance, through to go live. Throughout this process you will be introduced to a named Project Manager, Business Analyst and Solutions Architect. The Project Manager will have day to day responsibility for the management of solution delivery and be primary contact for the deployment phase of the project, working inline with our standard Project deployment guidelines as outlined in our Project Plan. By default we hold a weekly project call during the project delivery phase attended by our Project Manager, Business Analyst and Solutions Architect.

Once the platform is live, you will be introduced to our Customer Services Team. This team is responsible for overseeing the whole onboarding and ongoing management of you as a customer. The focus of the team is to ensure both a smooth transition to Capture and ensuring that on an ongoing you gain maximum value from the implementation. Their responsibilities include account management, training, support, consultancy, documentation and advisory services.

Service constraints like maintenance windows or the level of customisation allowed

In terms of service constraints, back-up occurs between midnight and 3am, therefore whilst it's rare, reduced performance may be experienced during this time.

The Capture platform is highly configurable, including, but not limited to:

- Front-end design – clients can customise the look and feel of their front-end website via the WordPress widgets to change images/text/logos, add custom pages (i.e. help pages, about us page, privacy policy page etc), and customise terminology (i.e. do you

say groups, galleries, collections, themes etc). The Capture team can customise larger design changes to the template on behalf of the client.

- Metadata fields – clients can add/edit custom metadata fields. These fields can be made searchable, or just for reference. You can select which fields are displayed to front-end users alongside the asset. You can also set up custom mapping, to map incoming metadata into the corresponding fields.

- Capturing data – Take user registration, you can customise what data is captured at the point of registration, whether you use drop downs, open text fields, mandatory fields etc. This applies to other forms of data capture across the site, including when a user downloads an asset, customise whether you want to gather data about the asset usage. Or if a user is licensing an asset, customise what licensing options are available, and then what data is collected to determine the price.

Service levels like performance, availability and support hours

Support via Capture's service desk to authorised Client personnel will be available 24/7, 365 days of the year. Manned telephone based support will be available from Monday to Friday (excluding UK bank holidays) between the hours of 09:00-17:30 (UK time).

Service Availability Measurement Criterion

Service Availability	Availability	SLA Comments
Availability Met	99.5% or greater	None
Availability Breach	99.5% or less	Service unavailability will result in a breach of the availability SLA

The ordering and invoicing process

Fees are payable in advance of the period they relate to, preferable payable annually.

Capture typically issue invoices the month before they are due for payment and generally give 30 days credit e.g. so if the annual period starts on 1 Jan 2027 we would issue the invoice the dated 1 Dec 2026 and expect it to be paid by 1 Jan 2027.

Capture does not require clients to provide purchase order numbers.

For initial invoices for systems e.g. upfront set up and ongoing fees (this might be a full year or maybe just a quarter or pilot period) - we require those to be paid immediately i.e. no credit days given for those, as we have to had received payment before we will start working on the project

How buyers or suppliers can terminate a contract

Agreements commence on the effective date (the date of the Agreement) and shall continue for the minimum period (the minimum period set out in the order confirmation), after which it shall automatically renew for successive periods of one year.

The client may terminate the agreement for convenience by giving not less than 90 days' written notice to take effect on the third or any subsequent anniversary of the effective date.

After sales support

Beyond the SLA, Capture have a commitment to help our clients elevate the value of their content and ensure you have a successful project, and will therefore work with our clients to continually improve the overall service via the following methods:

1. Helping you champion the new system: Once the system is live, Capture offer an organisation-wide 'roadshow'/workshop with key stakeholders initiation event. This is designed to help champion the new system, and ensure everyone is aware of what they have, how to use it, and the potential of the platform (e.g. other ways Capture can be used across an organisation, or for the benefit of commercial partners, events and beyond).

2. Partnership: We value a partnership approach with all our clients where we work towards a shared goal – your success is our success!

3. Account management plan: You will have a dedicated account manager throughout the entirety of the contract, with an account management plan that kicks in on go-live to ensure you gain the maximum benefit from your investment.

4. Client Service Team: We understand the complexities that can arise with these project, so our team are there to give an extra helping hand when you need it, whether it's helping you with migration, keywording, consultancy, or talking about new ways to bring commercial value to your content.

5. Roadmap driven by client needs: Capture's technology is built to grow with your needs. To be as future-proof as possible – with one upgradable, extensible, configurable codebase.