



L.A. Models

Top Model and Talent Agency is Highly Efficient and Mobile with End-to-End Integrated Solution Built on the Rocket D3 Database Management System

For over 20 years, founder Heinz Holba has made L.A. Models into one of the most prestigious agencies in the modeling industry. Based in Los Angeles, L.A. Models is the largest modeling agency in the Western United States and one of the most respected worldwide.

Situation/Challenge

Model and talent agencies play an important role in the success of any fashion business. It's critical that an agency be able to manage its operations timely and efficiently, including booking the best models and photographers, coordinating photo shoots, and keeping track of jobs and accounting. L.A. Models sought a software solution that could manage the entire workflow of its agency.

Solution

BookIT Software is an end-to-end software solution built exclusively for the model, talent and fashion industry.

BookIT Software, running on the Rocket® D3 Database Management System, is a fully integrated photo imaging, booking, and accounting system and is the only web-enabled total solution for model and talent agency management on the market today. Rocket D3's centralized database and business logic engine provide a key advantage for BookIT Software by eliminating the double entry of information, such as for booking and accounting, required to run a leading model agency. The modeling job information is entered once via the web interface into the D3 database and the information flows all the way through the workflow into accounting and reporting.

L.A. Models is a premier and globally respected model and talent agency that runs its business using BookIT Software. L.A. Models and its sister agency, New York Model Management, represent top models and talent from around the world. Combined with L.A. Talent and Exclusive Artists, L.A. Models offer a single source for the full range of services to fill the needs of their clients.

"For their operation, L.A. Models required a photo imaging system for booking agents to build a package of models, check the models' availability and manage scheduling with just a few clicks. They also needed a fully integrated accounting application to eliminate double data entry work for the jobs scheduled, but found that none of the available SQL-based booking software packages had integrated accounting



solutions. For portability, L.A. Models required a web and smartphone-enabled booking interface built into one integrated, lightweight solution. With BookIT Software running on D3 9.0 for Windows, they found just such a system for their 40 users. Agency director, Anahid, exclaimed "I booked jobs on the way to the office this morning!"

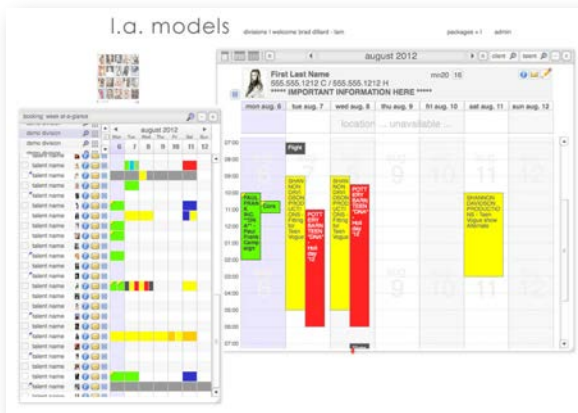
D3 offers BookIT Software a reliable and proven database and programming language. D3 keeps current with connectivity to other databases and programming environments while maintaining backward compatibility to application source code, a key benefit for the development of this project.

"With its robust performance, scalability, and ease of connection to web based front-ends, D3 enabled us to deliver a software solution that effectively runs all aspects of a model agency," said Joe Donia, President of Affinity Computer Corporation.

"BookIT will take over the industry," concluded Heinz Holba, Founder and Owner of L.A. Models and New York Models agencies.

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Joe Donia
President
Affinity Computer
Corporation



Easy-to-use scheduling module



The solution had to handle photographs of model resources

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