

REAL-TIME MARKETING • PERSONALIZED CLIENT EXPERIENCE • DIGITAL MEDIA SERVICES

"TeleScope has enabled us to enrich the customer experience by providing each of our clients with interactive customized collaborative workspaces for advertising campaigns"

- Global Advertising & Marketing Agency



OVERVIEW

As one of the largest advertising and marketing communications companies in the world with more than 60 offices globally, this agency services multinational and local brands.

Their philosophy is based on helping clients build enduring brands that live as part of consumers' lives and command their loyalty and confidence. The hallmark of its brand-building capabilities is the balance of global and local brands within a worldwide network.

REPURCHASING LOST MEDIA ASSETS

The Agency boasts millions of rich media assets, including those owned by third parties. Increasingly, the company experienced difficulty ingesting large volumes of new assets while ensuring new additions to the library were being managed within the confines of the company's policy and guidelines. The IT department found it burdensome to continually update all the information associated with new assets being uploaded. At times, digital assets could still not be located efficiently, resulting in many media assets having to be repurchased, adding unnecessary financial loss to the company. Users were unable to track which assets were on hand and to identify image ownership. Thus it became increasingly difficult to monitor and track asset usage in an attempt to ensure there were no assets being used illegally.

NEEDING A BETTER WAY TO SEARCH, ACCESS AND REUSE

The Agency was in need of a better way to control and manage these assets. Finding a solution that would make it easier for users to search, access, and re-use the assets they needed was of paramount importance. The company also wanted to ensure that users of the digital asset management system could quickly assess the rights associated with those assets. Additionally, the company sought a better way to manage vast amounts of microfilm that were previously kept in a physical storage location...some of the images which dated back to the 1930's!

WHY TELESCOPE

After an extensive search and evaluation of advanced digital asset management solutions, The Agency chose TeleScope Enterprise. This solution offers a robust feature-set, deep functionality, flexible framework, distributed architecture, Mac support and deep integration with creative editing suites. After a well-planned and executed implementation, the solution now serves as the central repository for The Agency's digital media content, metadata, and business logic.

BUSINESS PROFILE

INDUSTRY

Advertising

ORGANIZATION

Global advertising & marketing agency

THE CHALLENGE

- Moving towards an enterprise solution to meet market challenges
- Difficulty digesting large volumes of new assets, while managing millions of existing assets
- Increasing difficulty in monitoring whether assets were being used legally

SOLUTION

- TeleScope Enterprise

KEY BENEFITS

- Decrease in costs associated with repurchasing media assets
- Increased re-use of assets
- Decreased time associated with searching for assets
- Increased adherence with rights management associated with assets

HIGHLIGHTS

- Managing millions of assets at its disposal
- More than 50-60 users per day
- Managing images dated back to the 1930s

CENTRALIZED APPROACH SIMPLIFIES CAMPAIGN MANAGEMENT

All the company's rich media assets are now managed centrally within TeleScope Enterprise repository. By integrating North Plain's advanced digital asset management platform with its existing SAP system, The Agency has streamlined its approach to adding, managing, and tracking its assets. Users can easily perform searches to identify which assets are available, who owns these assets, and which assets are currently in use on specific projects. Throughout a project lifecycle, assets can be approved for production. If a user updates a record in the SAP system, it is automatically reflected in TeleScope Enterprise.

AUTOMATED APPROVAL & RIGHTS MANAGEMENT

When an asset is downloaded for use, it triggers an automated production-use approval workflow. If the rights for the image are not updated, an alert is sent out to ensure the information is completed. This has greatly simplified tracking asset usage and rights management. When assets are ingested into TeleScope, rights can be automatically associated with the asset. When a user attempts to download a digital asset, the user can receive a warning indicating the appropriate usage rights associated with the assets, and a notification can be sent to the asset management admin group.

INTEGRATION WITH CREATIVE AUTHORING SUITES

Members of The Agency's creative department can contribute to the central asset repository while they work in creative applications such as Adobe Photoshop, InDesign or Quark. The TeleScope solution works in the background, in unison with The Agency's existing workflows, so users never have to change the way they work.

REAL-TIME, DIGITAL MEDIA CLIENT SERVICE

Based on the success of the TeleScope Enterprise deployment within The Agency, the company has expanded its use to provide hosted DAM services to its own clients. Authorized client employees can log-in remotely to view their own assets within the system, tracking asset-use metrics and advertisement ROI. Robust security features ensure that each partner only has access to its own assets.

BENEFITS

The response to TeleScope Enterprise has been tremendous, with an overwhelming number of users reporting that they're "very happy" with the new system. Since implementing TeleScope Enterprise, The Agency has realized the following benefits:

- Decrease in costs associated with repurchasing media assets
- Increased reuse of assets
- Decreased time associated with searching for assets
- Increased adherence to rights management policies

NEXT STEPS

With the TeleScope Enterprise platform in place, The Agency has gained much greater control of its rich media assets and greater clarity and insight into its entire eco-system of rich media assets. Longer-term goals include scanning and digitizing millions of physical photographs and images. However, in the meantime, TeleScope Enterprise enables the agency to "hold" the physical location of assets in the system.

TeleScope's success in its North American location has led the company to discuss extending the deployment to its global offices in Asia, Europe and South America, reaching thousands more.

"By using TeleScope, we've been able to standardize many of our internal best practices, gain much better insight into the use of our rich media assets, and establish a more streamlined approach to managing our resources"

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