

CHANGE BEGETS CHANGE.* JUST DEPLOY TELESCOPE AND SEE

"Implementing TeleScope has allowed us to redefine the way we interact with our customers and partners, while also achieving a strong return on investment."

- Rick Schwartz, CIO of HarperCollins Publishers



OVERVIEW

With revenues that top \$1 billion annually, HarperCollins Publishers is one of the world's leading English-language publishers with headquarters in New York. Founded in 1817, it is the house of Mark Twain, the Brontë sisters, Thackeray, Dickens, and Martin Luther King Jr. At the forefront of innovation and technological advancement, HarperCollins is the first publisher to digitize its content and create a global digital warehouse to protect the rights of its authors, meet consumer demand and generate additional business opportunities.

DIGITAL CONTENT SILOS. INEFFICIENT PROCESSES

HarperCollins possessed many disparate libraries of digital content including book files and related components such as photos, covers and snapshots. As photo editors, creative professionals, production teams, and freelancers continued to do what they do best, the quantity and complexity of digital media increased each year. Recognizing the inherent inefficiencies, HarperCollins wanted to unite their disparate content-creating departments with key re-users, and establish a house-wide library of final title content.

HarperCollins needed an enterprise-capable digital asset management (DAM) solution with robust functionality, easy installation and dependable and configurable features for PCs, Macs and the Web. The most important consideration in selecting a new DAM solution was seamless integration with existing creative content workflows.

WHY TELESCOPE?

Several benefits led HarperCollins to select TeleScope Enterprise to manage its library of digital assets, including:

- Enterprise-capable solution with Mac and PC client apps
- Multi-client solution that unites content creators with re-users worldwide
- Convenience and flexibility accessing digital media assets
- New cost saving and revenue generating opportunities

THE TELESCOPE SOLUTION

TeleScope Enterprise enables an efficient and connected publishing workflow environment from the creative design process through to production and distribution. This enables HarperCollins to turn their scattered collection of digital media files into a central repository of digital assets with real financial value.

BUSINESS PROFILE

INDUSTRY

Publishing

ORGANIZATION

HarperCollins

THE CHALLENGE

- Moving towards an enterprise solution to meet market challenges
- Reduce cost of providing material to sales and marketing
- Protect and monetize copyrighted material

SOLUTION

- TeleScope Enterprise

KEY BENEFITS

- Internal and external users can access up-to-date digital photos instantly
- Increased efficiency and productivity across the company and its external users
- Better control of company's intellectual property with increased security and maintenance of standards
- New cost saving and revenue generating opportunities
- Reduced time to market
- Quantitative data for strategic decision-making

HIGHLIGHTS

- 450 Users
- 500,000 asset files in the systems
- 7 months deployment time

"Given that the marketplace had evolved towards enterprise solutions, HarperCollins was looking to embrace new tools and technologies to leapfrog ahead," said Rick Schwartz, CIO, HarperCollins Publishers

The power and flexibility of TeleScope's architecture gives HarperCollins the solution they needed to unify disparate technologies, address all existing file and metadata formats as well as address new, future formats.

REUSE AND RE-EXPRESSION OF DIGITAL MEDIA

TeleScope Enterprise enables production staff from many departments to extract components of existing documents and dynamically generate new media assets from repurposed ones, for a wide variety of electronic delivery methods. Built on open standards and a distributed architecture, TeleScope Enterprise offers a robust and open API that allows third-party technologies and legacy systems, such as the HarperCollins title database, to seamlessly integrate with the TeleScope environment. TeleScope Enterprise supports over 300 file formats ranging from graphics and text, to audio and video.

ASSURING SUCCESS

HarperCollins successfully deployed Telescope Enterprise and had 450 users trained within the first 7 months.

"We had our Core Team work with North Plains' Professional Services and Accenture Consulting on site to set up TeleScope to meet our business needs, while ensuring optimal performance of the application across such a large user base," said Carolyn M. Pittis, Vice President, Strategic Operations. "We are seeing solid use among our U.S.-based divisions, and we are already hearing great suggestions about how to extend TeleScope's use, both locally and globally," continued Pittis.

CENTRALIZED ACCESS TO DIGITAL CONTENT

TeleScope Enterprise provides marketing and sales with access to electronic images such as author photos or book covers, and text assets that they used to recreate at great cost. Integration with HarperCollins' title database insures that all key information about these assets is up-to-the-minute accurate. TeleScope.web provides HarperCollins' re-user community with a quick way to see and download content that used to be sent in the mail, which keeps costs down and drives sales faster.

EFFICIENT & CONNECTED PUBLISHING PROCESSES

HarperCollins now has a true enterprise-wide DAM solution that will maximize their profit potential by not having to recreate products, and by decreasing time to market and associated costs.

ENABLING MULTI-CHANNEL PUBLISHING

Now the publisher is leveraging TeleScope Enterprise to pursue publishing into multiple channels. HarperCollins has extended its digital warehouse to an integrated, dynamic digital publishing solution available to book publishers worldwide. This secure, Internet-optimized service that empowers publishers to monetize and protect all of their copyrighted content through a comprehensive fulfillment and delivery model assures the true vision of publishing now and in the future. HarperCollins is able to help their authors, distributors and independent booksellers better market and sell titles on the Web, while retaining control over the permissions and presentation quality of copyrighted material.

* From *The Life and Adventures of Martin Chuzzlewit*, Charles Dickens

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