



**corporateVoice**

*empowering brands online*

# Presentation of Digital Asset Management Capabilities

Stinson Partners

December 19, 2007

Presenter: Pawel Tulin

# “The Life of a Digital Asset”



# How do you create a “digital asset?”

You read any/all corresponding guidelines

Printed

PDF

Web

Other

Based on that knowledge, you create an asset

Stationery

Collateral

Presentation


Other

## Problem

Suddenly, the guidelines are modified.

## Problem

The guidelines  
are modified



# Then what?

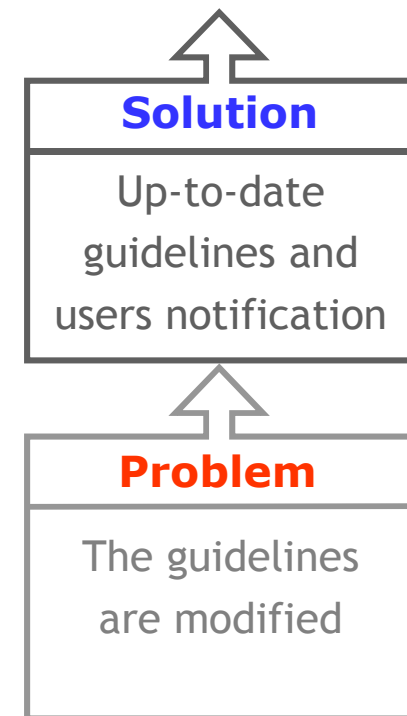
If you don't know about the change, you keep producing the same asset!

Except - this time it's out of step with policy!

You are producing wrong assets!

## Solution

Make sure that your guidelines are always **up-to-date** and **notify users** about modifications.



# Then what?

If you don't know about the change, you keep producing the same asset!

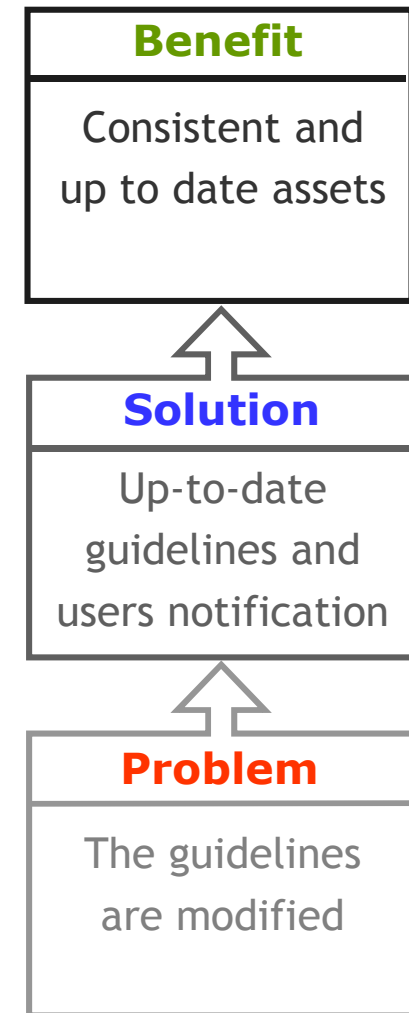
Except - this time it's out of step with policy!

You are producing wrong assets!

## Benefit

Consistent and up-to-date assets

## How can I do this...



# CI Library

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## **Benefit**

Consistent and  
up to date assets



## **Solution**

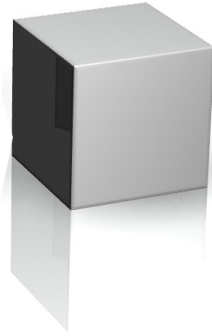
Up-to-date  
guidelines and  
users notification



## **Problem**

The guidelines  
are modified

Now what?





# Well...

Well, - you have all beautiful assets stored somewhere on your computer.

Or, they are archived on some office server or cd-rom, somewhere.

## Problem

How do I find them when I need them, and, how do I share them with others (so they don't have to be reproduced again).



### Problem

Finding and sharing assets

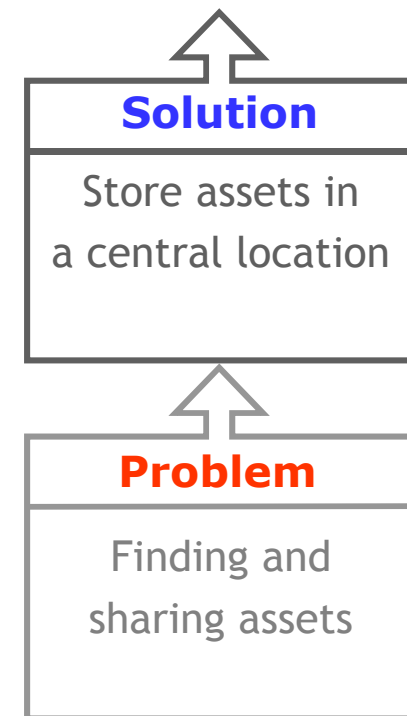
# Well...

Well, - you have all beautiful assets stored somewhere on your computer.

Or, they are archived on some office server or cd-rom, somewhere.

## Solution

Make sure that all the assets produced in your organization are stored in an organized way in some central location and easily accessible to all.



# Well...

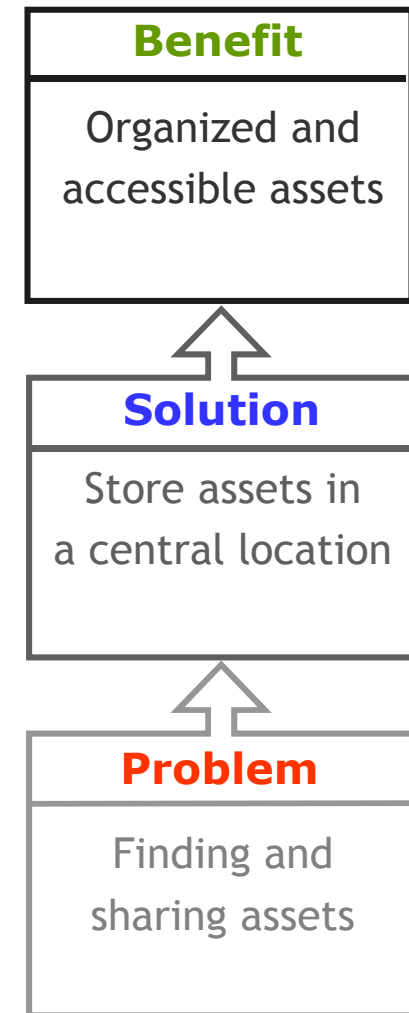
Well, - you have all beautiful assets stored somewhere on your computer.

Or, they are archived on some office server or cd-rom, somewhere.

## Benefit

All your assets are organized and easily accessible to all users across your organization.

# Tell me how...



# CI Storage

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## **Benefit**

Organized and accessible assets



## **Solution**

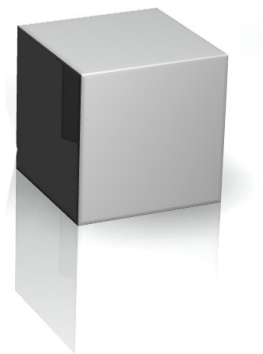
Store assets in a central location



## **Problem**

Finding and sharing assets

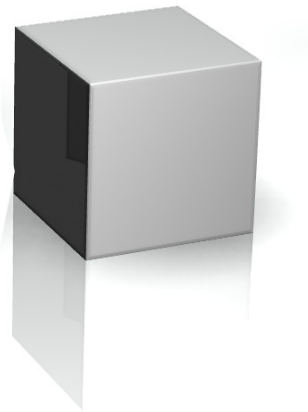
Where are we now?



## Let's See...

- Well - you have all your assets beautifully organized and everybody can find what they need;
- And - if someone creates something they can submit it to that central storage area for others to use - so your repository of assets keeps growing;
- Finally - if you were able to keep track of what was downloaded so if there are any changes to any of the assets, you will be able to recall them and immediately notify users.

So, is there a problem?



# ...of course!

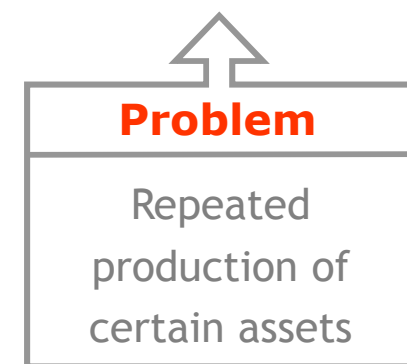
You still have to produce those assets, don't you?

For example, every time you hire a new person you need to create letterhead and business cards.

Or, you may need to create very similar fliers, newsletters or brochures every month.

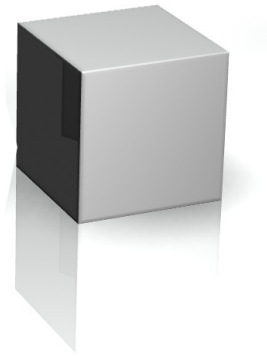
## Problem

You have to reproduce certain assets over and over and that takes time and resources.





So what?

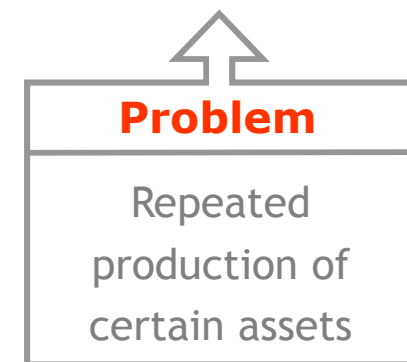


# So what...

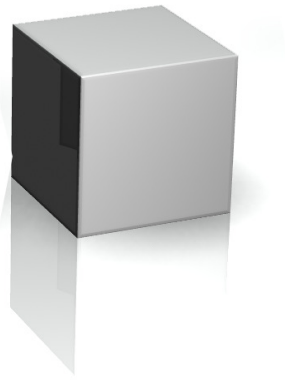
That takes time!

People make mistakes!

Things need to be approved!



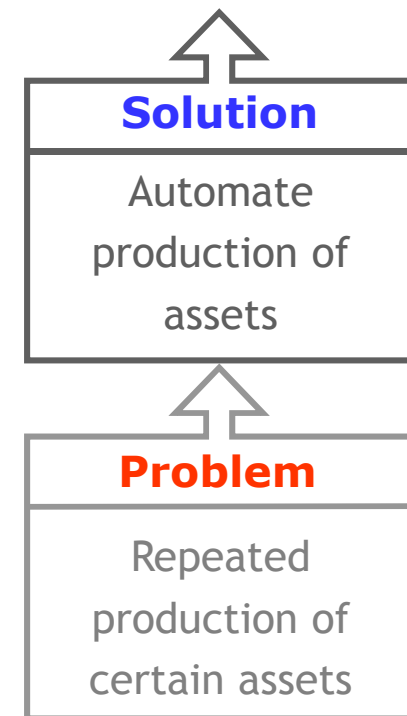
So, what can I do?



# Try...

## Solution

Automate production of similar assets!

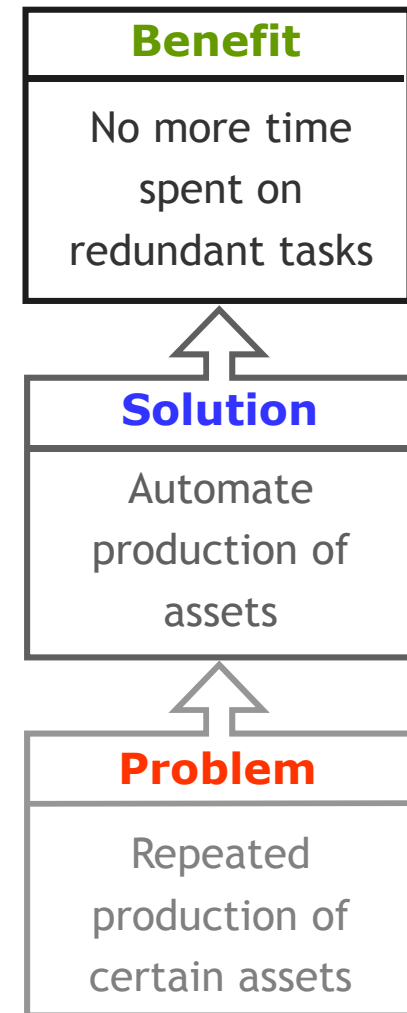


# Try...

## Benefit

You save time and money on production and you can focus on management and creativity!

# Please tell...



# CI Factory

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## **Benefit**

No more time  
spent on  
redundant tasks



## **Solution**

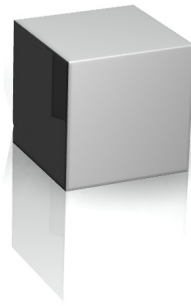
Automate  
production of  
assets



## **Problem**

Repeated  
production of  
certain assets

But wait, there is more!

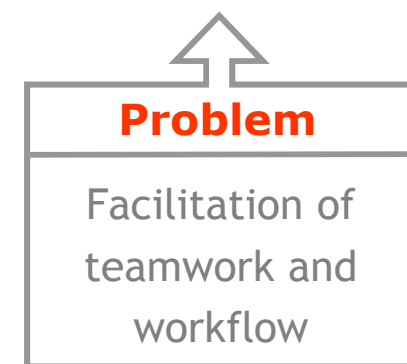


# I'm listening...

- Sometimes people work in teams on projects
- Things need to go through an approval process
- There is a certain workflow in your organization
- You often work with outside vendors

## Problem

You need online collaboration tools that include workflow and approvals.



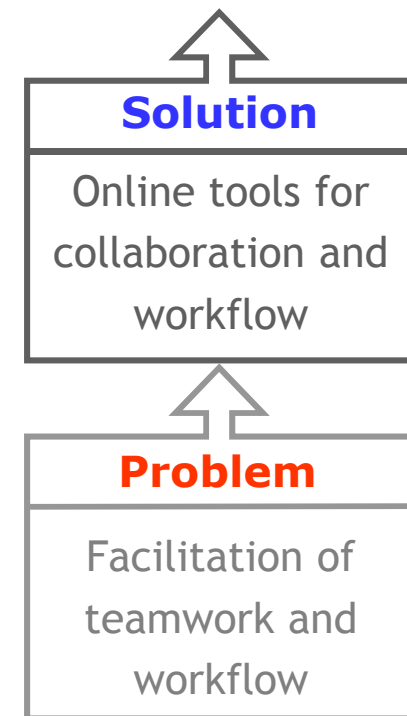


# I'm listening...

- Sometimes people work in teams on projects
- Things need to go through an approval process
- There is a certain workflow in your organization
- You often work with outside vendors

## Solution

Provide collaborative online environments with built in approval and workflow processes

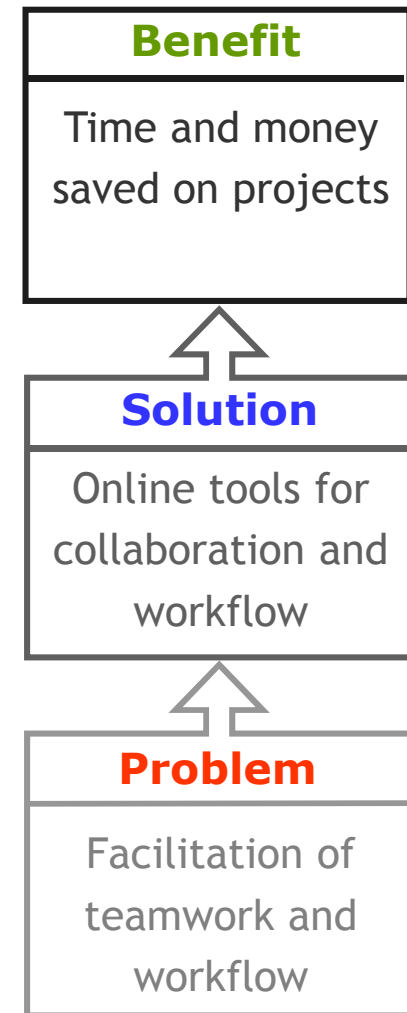


# I'm listening...

- Sometimes people work in teams on projects
- Things need to go through an approval process
- There is a certain workflow in your organization
- You often work with outside vendors

## Benefit

Your project teams will have all the tools needed for collaboration, approvals will be enforced and all your assets will be properly executed before being delivered to the end user.



# CI Workbench

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## Benefit

Time and money saved on projects



## Solution

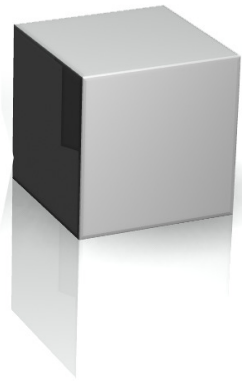
Online tools for collaboration and workflow



## Problem

Facilitation of teamwork and workflow

But how will I be able  
to manage all this?



# Ideas?

**First** - you need to create a content  
for your guidelines

**Second** - you need to populate your website

**Third** - you need to manage and distribute  
content based on your user groups

**Forth** - you need to notify users about  
any changes that may occur

## Problem

How to keep content up to date and how  
to immediately notify users about changes.



### Problem

Keeping users  
and content  
up-to-date

# Ideas?

**First** - you need to create a content for your guidelines

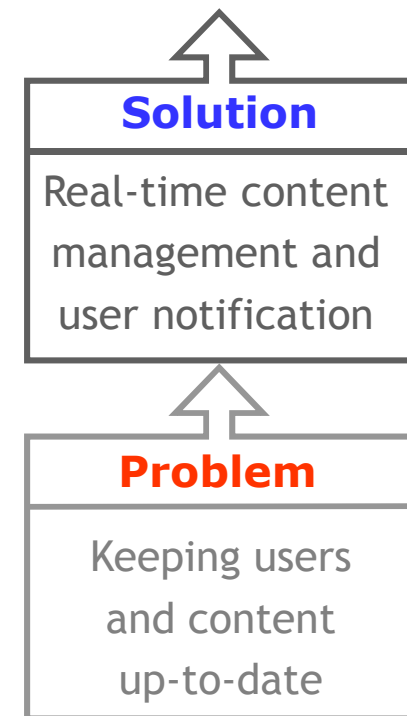
**Second** - you need to populate your website

**Third** - you need to manage and distribute content based on your user groups

**Forth** - you need to notify users about any changes that may occur

## Solution

Use a content management system for managing your content that has a built-in change notification feature.



# Ideas?

**First** - you need to create a content for your guidelines

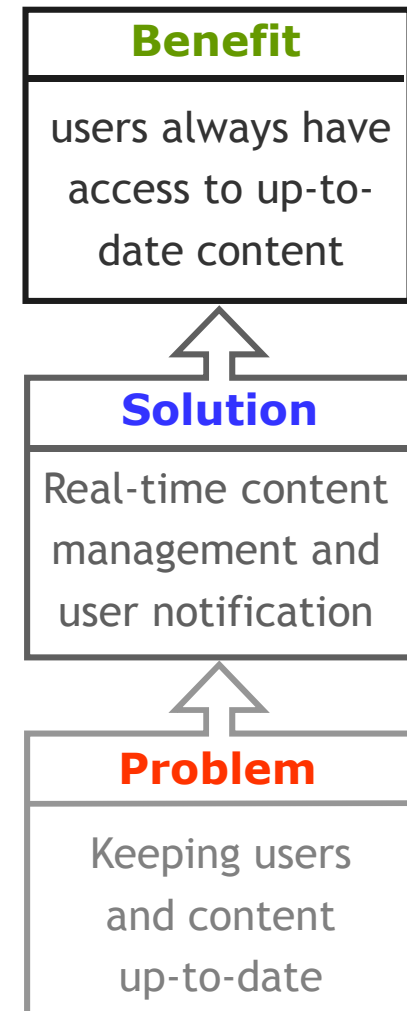
**Second** - you need to populate your website

**Third** - you need to manage and distribute content based on your user groups

**Fourth** - you need to notify users about any changes that may occur

## Benefit

Manage your content in “real-time” and keep users up to date 24x7.



# CI Builder

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## **Benefit**

users always have  
access to up-to-  
date content



## **Solution**

Real-time content  
management and  
user notification

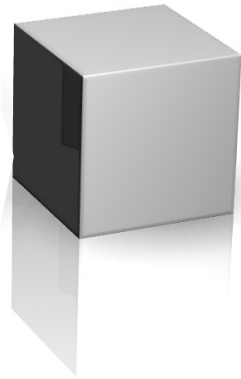


## **Problem**

Keeping users  
and content  
up-to-date



What else do I need?



# You had to ask...

- First - you need to manage all your users and define user groups
- Second - you need to manage all your assets and distribute them based on those user groups
- Third - you need to track performance of your system and modify it when needed
- Fourth - you need to create reports for management to demonstrate where effort and \$'s go

## Problem

How do I manage users and assets and generate real time reports about the performance of the system and individual users?



### Problem

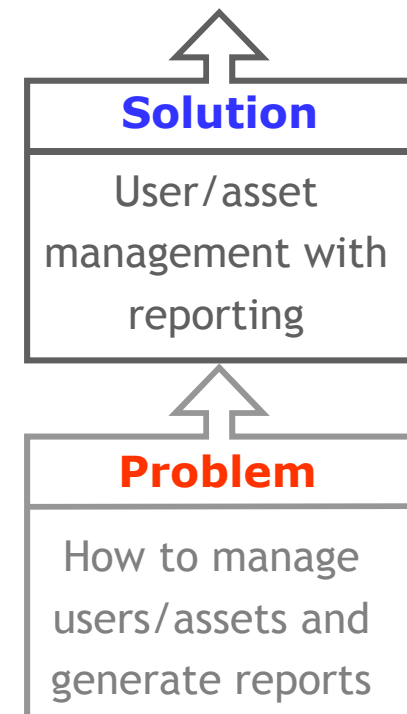
How to manage users/assets and generate reports

# You had to ask...

- First - you need to manage all your users and define user groups
- Second - you need to manage all your assets and distribute them based on those user groups
- Third - you need to track performance of your system and modify it when needed
- Fourth - you need to create reports for management to demonstrate where effort and \$'s go

## Solution

Create robust user management with in-depth asset distribution, “real-time” monitoring of performance and detailed reporting capabilities

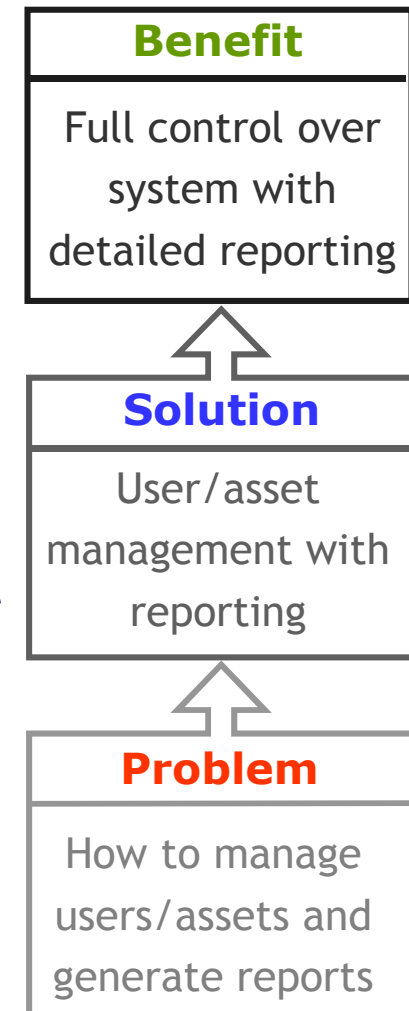


# You had to ask...

- First - you need to manage all your users and define user groups
- Second - you need to manage all your assets and distribute them based on those user groups
- Third - you need to track performance of your system and modify it when needed
- Fourth - you need to create reports for management to demonstrate where effort and \$'s go

## Benefit

Delegate control of parts of the system to individual users, distribute assets based on user groups, see a clear picture of how the system is used and where improvements can be made.



# CI Pilot

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## Benefit

Full control over system with detailed reporting



## Solution

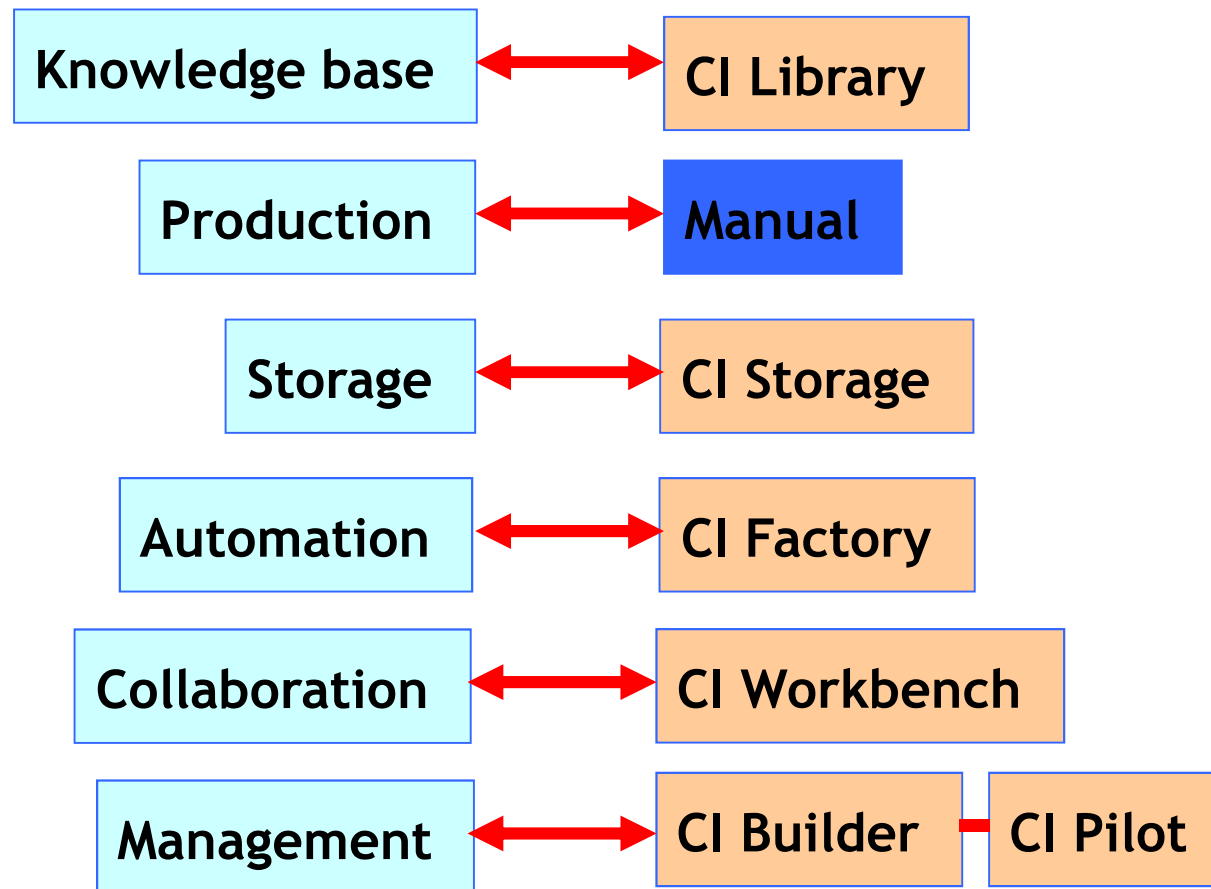
User/asset management with reporting



## Problem

How to manage users/assets and generate reports

# The Process overview

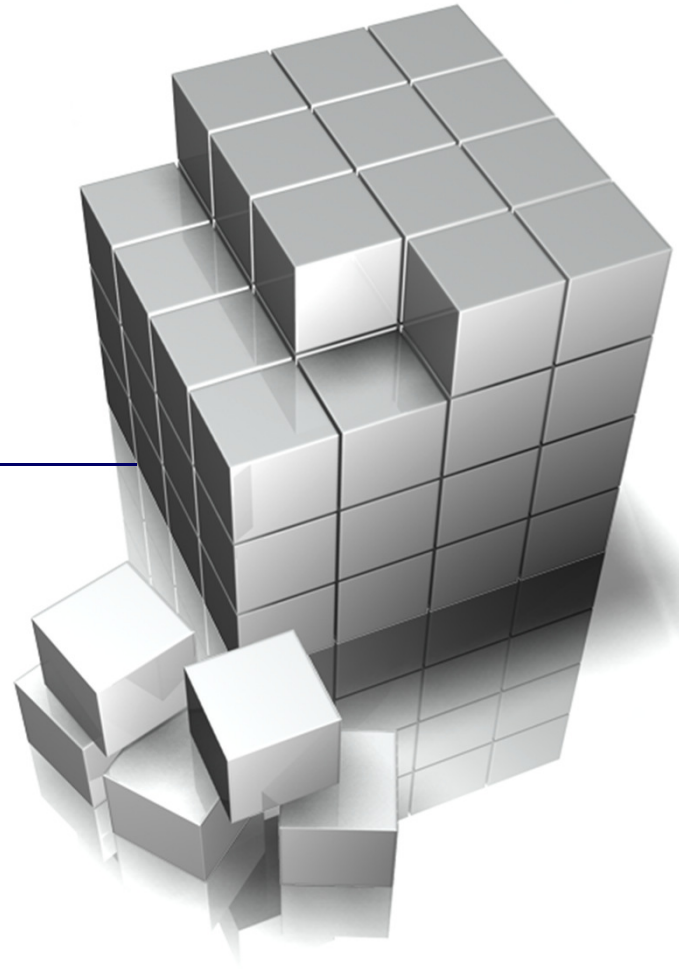


Introducing:

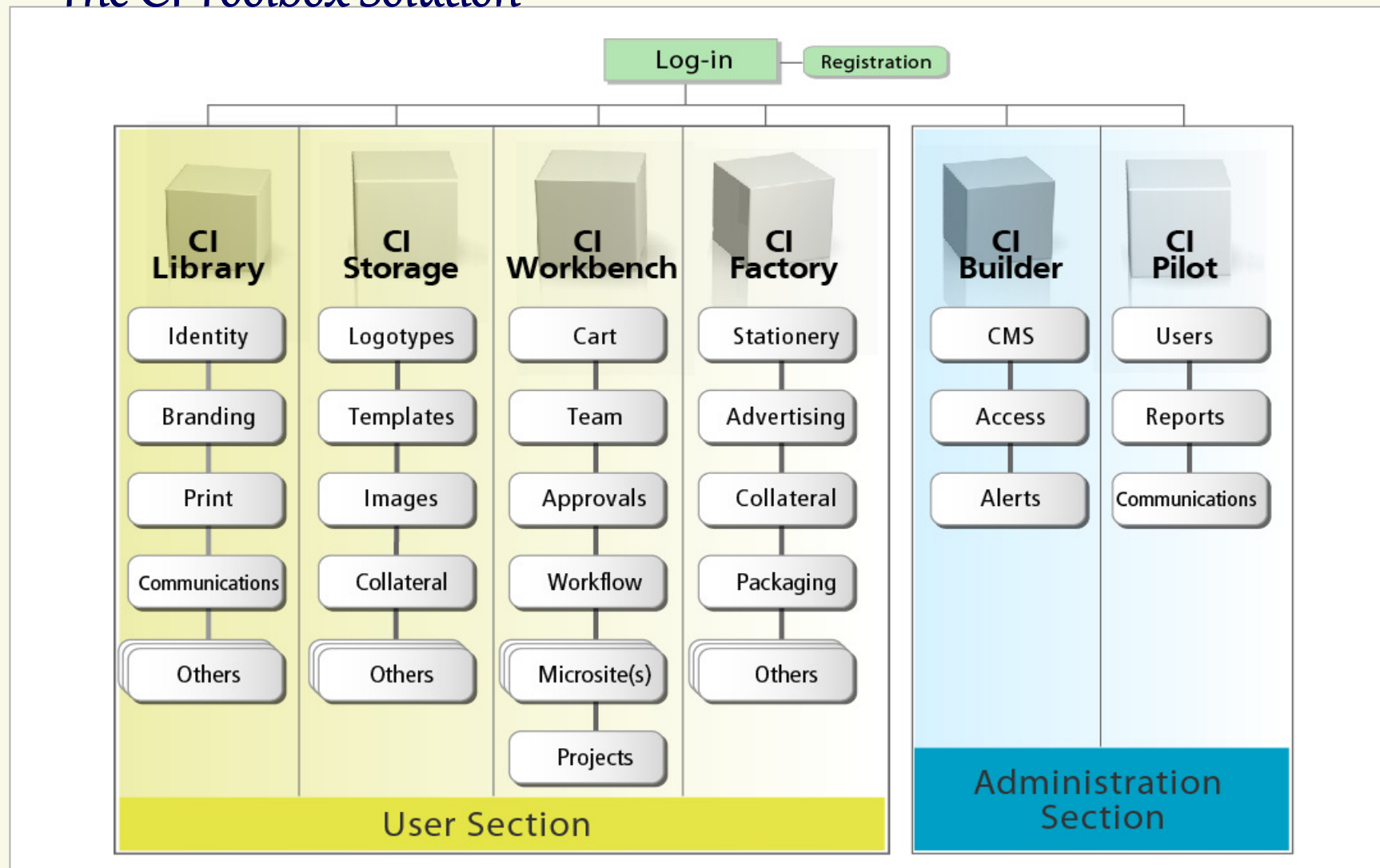
# CI Toolbox

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Corporate Identity & Digital  
Asset Management Toolbox

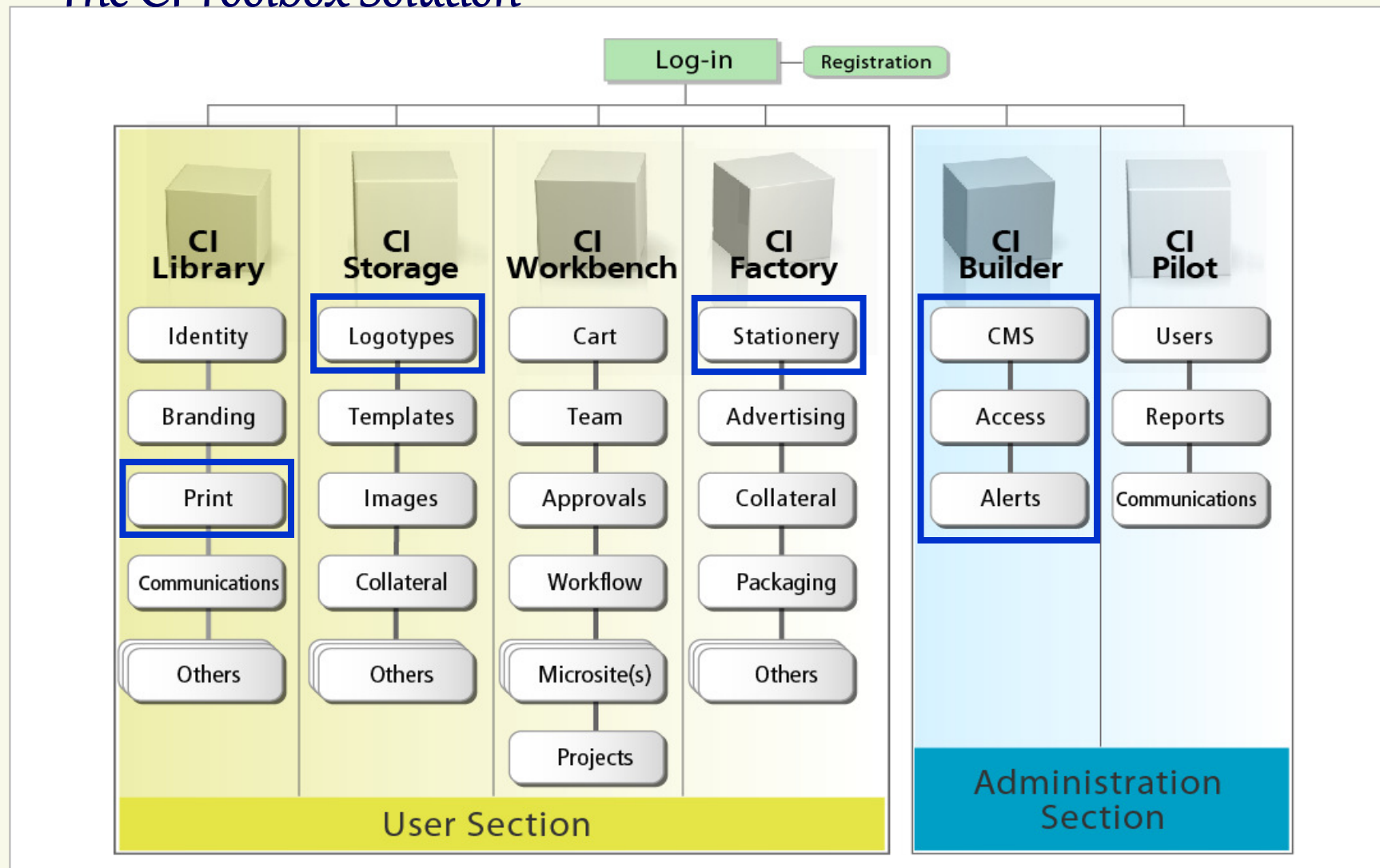


## The CI Toolbox Solution



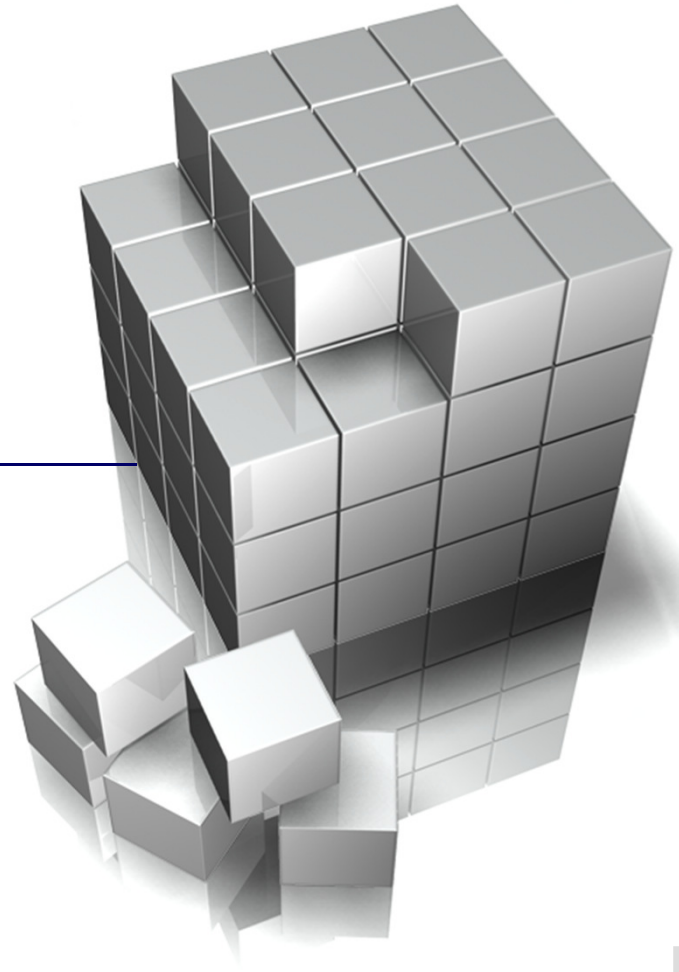


## The CI Toolbox Solution



# CI Library

Identity, Marketing, Packaging



**CI Library**

CI Storage

CI Factory

CI Workbench

CI Builder

CI Pilot

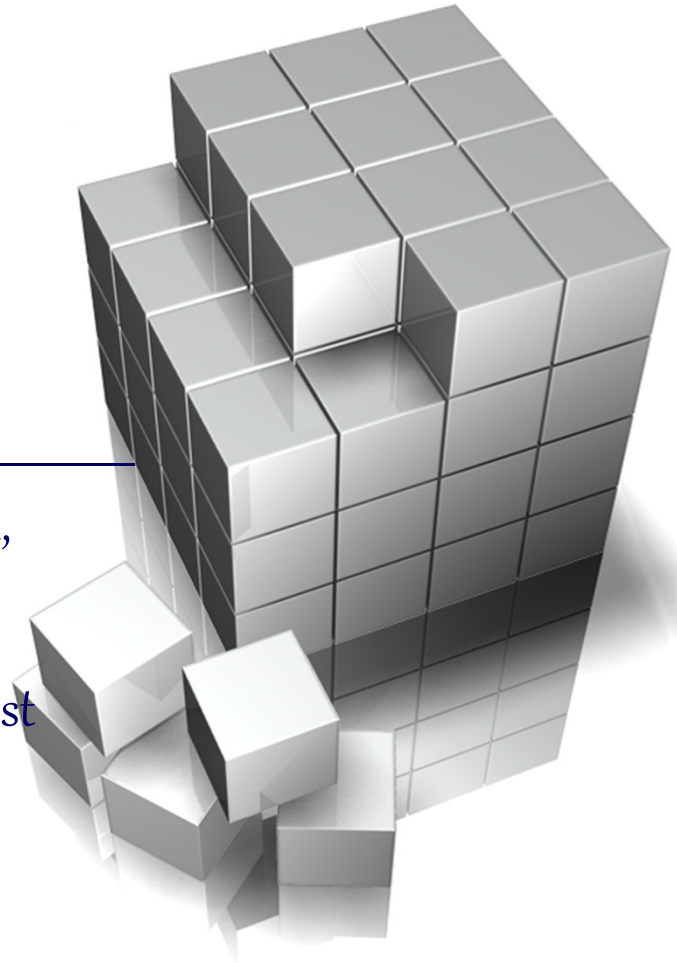
# Identity Guidelines

- Utility Links
- Primary Navigation
- Search
- Page Content
- Related Images
- Guidelines Sections
- Important Alerts
- Collections



# CI Storage

Logos, Templates, Stationery, Collateral,  
Images, Fonts,  
Sounds & Video, Marketing Packets, Best  
Practices



CI Library

**CI Storage**

CI Factory

CI Workbench

CI Builder

CI Pilot

## Storage Modules

### Downloads



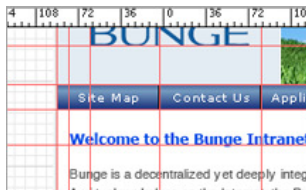
#### logos

Specify and download brand logotypes in various formats, colors, models and sizes.



#### Image library

search and download original, royalty-free imagery that reflects our brand look & feel.



#### templates & grids

Download a variety of print collateral templates and page grids.

*FF Absara Light Italic*  
**FF Absara Medium**  
*FF Absara Medium Italic*  
**FF Absara Light**

#### fonts

Download platform specific versions of our brands typeface family.



#### packets

Download pre-packaged art elements and print-ready files.



CI Library

**CI Storage**

CI Factory

CI Workbench

CI Builder

CI Pilot

# Logotype Database

Primary Navigation

Search

Results Control

Preview

Asset Information

**Brand Resource**

**BUNGE**

User Guide  
Business Unit Contact  
FAQs  
Change Password

Site Map | Contact Us | Applications | Bunge.com | Help

Status: ALL | User group: ALL | Application Usage: ALL

Sort by: title | most recent additions | Change your view: details | thumbnails

Page 1 of 101

**Preview:** globalmarkets.eps  
GLOBAL MARKETS Icon Blue Pantone 1.5" .EPS

<b>Keywords</b>	eps, Global Markets, Blue, Oil, Pantone
<b>Category</b>	Global Markets
<b>Sub-Category</b>	Icon
<b>Application &amp; Usage</b>	Professional Print: CMYK Professional Print: Pantone
<b>Status</b>	Active
<b>Uploaded On</b>	Jun 17 2004
<b>Uploaded By</b>	Amy Gervasi
<b>Last Updated On</b>	Sep 7 2004
<b>Last Updated By</b>	Susan Wright
<b>Creator Tool</b>	Adobe Illustrator(R) 8.0

[Edit](#)

100% Doc: 1.88M/1.88M

CI Library

**CI Storage**

CI Factory

CI Workbench

CI Builder

CI Pilot

# Logotype Database (continued)

Search Criteria

Preview

Asset Information

Download and Shopping Cart

Close Up or Thumbnail View

The screenshot displays the Bunge Brand Resource website interface. At the top, there's a navigation bar with links like Site Map, Contact Us, Applications, Bunge.com, and Help. Below this, a search bar and filters for Status, User group, and Application Usage are visible. The main content area shows a list of logotype assets, each with a thumbnail, title, and metadata. A detailed view of an asset is shown on the right, including keywords, category, sub-category, and application & usage. A shopping cart icon is present in the top right corner. A close-up view of the asset details is shown at the bottom, highlighting the download and shopping cart options.

Asset Name	Keywords	Category	Sub-Category	Application & Usage
amgenibw.eps	AmerGen Long Rule Black Pantone 1.5" EPS	AmerGen	Long Rule	Professional Print: CMYK Professional Print: Pantone
amgenibw.eps	AmerGen Long Rule Black Hex 1.5" EPS	AmerGen	Long Rule	Web
amgenibw.eps	AmerGen Long Rule Black Hex 1.5" EPS	AmerGen	Long Rule	Web
amgenibw.eps	AmerGen Long Rule Black Hex 1.5" EPS	AmerGen	Long Rule	Web
amgenibw.eps	AmerGen Long Rule Black Hex 1.5" EPS	AmerGen	Long Rule	Web
amgenibw.eps	AmerGen Long Rule Black Hex 1.5" EPS	AmerGen	Long Rule	Web
amgenibw.eps	AmerGen Long Rule Black Hex 1.5" EPS	AmerGen	Long Rule	Web
amgenibw.eps	AmerGen Long Rule Black Hex 1.5" EPS	AmerGen	Long Rule	Web
amgenibw.eps	AmerGen Long Rule Black Hex 1.5" EPS	AmerGen	Long Rule	Web
amgenibw.eps	AmerGen Long Rule Black Hex 1.5" EPS	AmerGen	Long Rule	Web

CI Library

**CI Storage**

CI Factory

CI Workbench

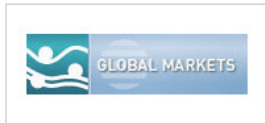
CI Builder

CI Pilot





# Logos Database – Administration Tool

Preview:



Preview Upload →

Asset Upload →

Illustrator EPS - 244kb  

Asset Data →

Asset Access Control →

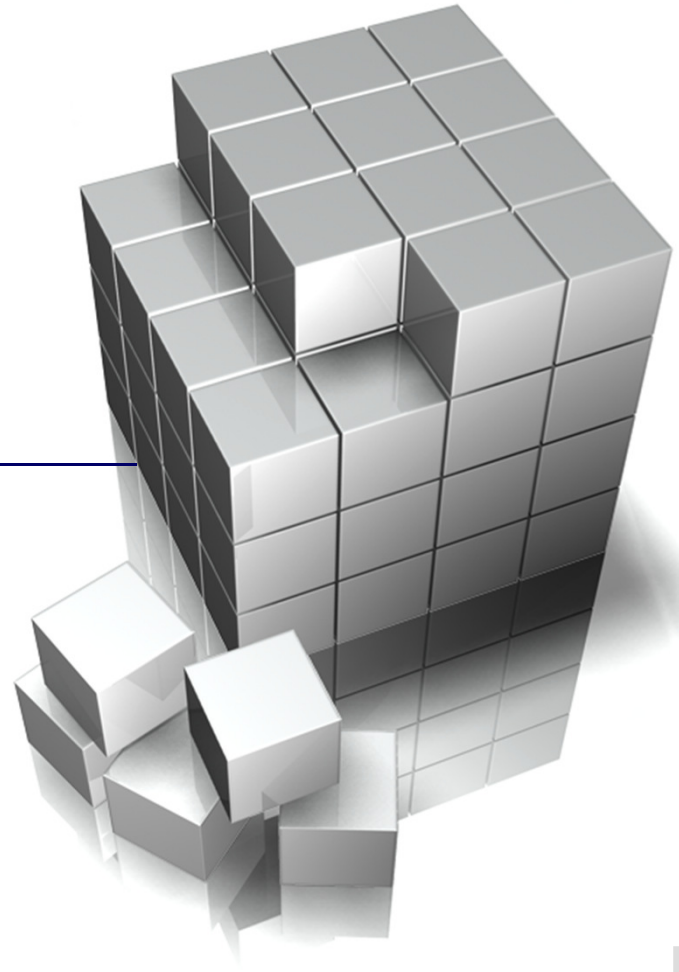
Title	globalmarkets.eps
Description	eps, Golbal Markets, Blue, Oil, Pantone
Keywords	eps, Golbal Markets, Blue, Oil, Pantone
Category	AmerGen
Sub-Category	Long Rule
Application & Usage	<input type="checkbox"/> Embrossing/Debossing <input type="checkbox"/> Embroidery <input type="checkbox"/> Engraving <input type="checkbox"/> Large/Enviromental Usage <input checked="" type="checkbox"/> Professional Print: CMYK <input checked="" type="checkbox"/> Professional Print: Pantone <input type="checkbox"/> Silkscreen <input type="checkbox"/> Web
Set Status	<input checked="" type="radio"/> Active <input type="radio"/> Inactive
Creator Tool	Adobe Illustrator(R) 8.0
Loaded On	Sep 7 2004
Uploaded By	Susan Wright
Last Updated On	Sep 7 2004
Last Updated By	admin admin
Admin Notes	
Set User Access	Internal <input checked="" type="checkbox"/> NUI Corporate <input checked="" type="checkbox"/> Capital Corp. External <input checked="" type="checkbox"/> Printers/Sign Vendors <input checked="" type="checkbox"/> Advertising Agencies <input checked="" type="checkbox"/> Strategic Partners <input checked="" type="checkbox"/> Other

100% Doc: 1.88M/1.88M



# CI Factory

Advertising, Stationery, Presentation,  
Collateral, Packaging



CI Library

CI Storage

**CI Factory**

CI Workbench

CI Builder

CI Pilot

# Automation Engines

## Automation engines



### stationery

Create personalized stationery items in real time in different file formats. Send your requests to a print vendor



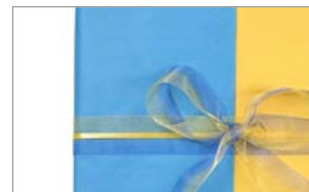
### collateral

Create your collateral material based on the set of simple questions. Choose from pre approved materials and download your files in seconds.



### presentation

Create your presentations on the fly based on a set of simple criteria. Choose correct, pre-approved images and text samples



### packaging

No more recreating the same design over and over. CI Factory will remove all the redundant tasks from you so you can focus on the creative efforts



### advertising

Save time and money producing brand compliant advertising. Have your ads automatically approved and sent to a print vendor

[CI Library](#)[CI Storage](#)[CI Factory](#)[CI Workbench](#)[CI Builder](#)[CI Pilot](#)

# Advertising Module

Module Log in ID

Login ID:  
  
 Password:

**Nikon**

Your Sales Representative:  
**CARL BROWN**  
 E-mail:



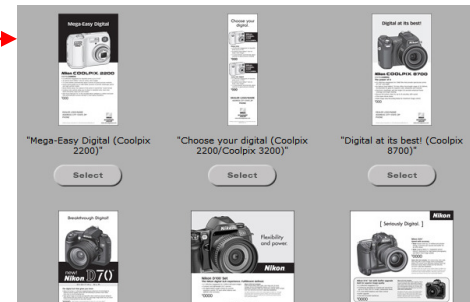
Welcome back, **BERGEN COUNTY CAMERA INC**  
 Dealer# 01643000

[Dealer Profile](#)

270 WESTWOOD AVENUE WESTWOOD, NJ

To change your current "Ship To" address, please choose one of the available destinations above

Ad thumbnail view



Ad request form

Ad Request Form:

Your Name:

Your E-mail:

Your Phone Number:

Name of person to approve the ad:

Destination of ad material:

18 month order archive

	Date	Type	Ad Number	Headline	Approval Status:
Headline:	06/13/02	Radio Script	2002-12/08	Coolpix 2500 60 Second spot	Awaiting Post
Product 1	04/22/03	Print Ad	NCP-03-029	Digital at its best!	Awaiting Post
Advertised P	03/06/02	Flyer/Stuffer	NEI-02-005	Twist & Shoot!	Awaiting Post
	06/13/02	Radio Script	2002-12/07	SLR: N55/N80/N65 60 Second spot	Awaiting Post

Order status menu

"Unsent" orders have not been submitted to Nikon and may still be modified and require submission.

PO#: Nikon Invoice#: DealerNet Reference#: Date: Status:

CI Library

CI Storage

**CI Factory**

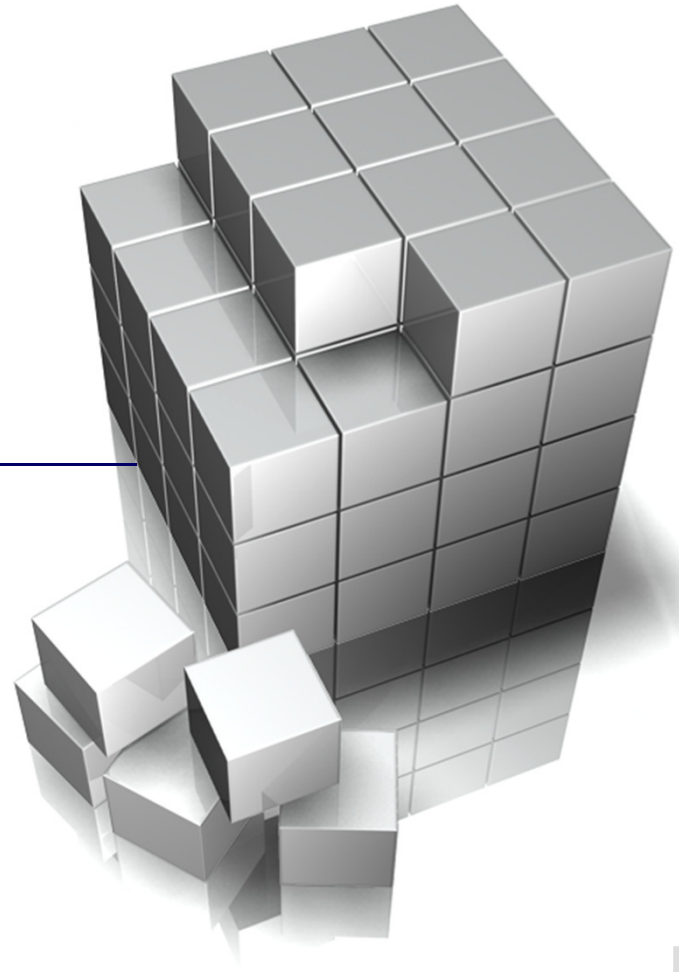
CI Workbench

CI Builder

CI Pilot

# CI Workbench

Collaboration, Workflow, Approval



CI Library

CI Storage

CI Factory

**CI Workbench**

CI Builder

CI Pilot

# Collaboration, Asset Sharing

Click to View

Click to Approve

Click to Reject

### My Approvals

Tasks:	Approved	Reject	Forward to:
Sales Presentation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Project Manager
Fund Drive Poster	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Project Manager
Family Brochure	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Copy Writer
Copy Dev. for Ad	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Legal Department
			Outside Vendor

Check to Collate

### My Cart

	Add to PDF	Remove
Family Fun Brochure: Cover	<input type="checkbox"/>	<input type="checkbox"/>

Assemble PDF

View Profile

Add to Team

Assign Role

### My Team

Name:	Approved	Reject	Function as:
J. Doe	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Project Manager
R. Banks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Project Manager
T. Schrieber	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Copy Writer
S. Rigs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Legal Department
			Outside Vendor

Add Members

Submit

Send to

Submit

Download Files

Check to Zip

CI Library

CI Storage

CI Factory

**CI Workbench**

CI Builder


CI Pilot

## Best Practices Module


### Best Practices: Search

This collection represents previously published documents and materials for various kinds of media that best communicates the brand. You may view projects submitted by other employees or you may submit your own project for review.


#### 1. What would you like to do?

 You may Search for items submitted by others or submit your own project.


#### 2. Select a Product Category

 For descriptions of the categories, refer to Business Communications on the left.

#### 3. Select a Product Sub-Category

 Sub-categories further define your search by printing specifications or document type. You must select a category before selecting a sub-category.



#### 4. Target Audience

 Search for all projects or just those produced for external or internal audiences.

#### 5. Keywords

 Narrow your search further by entering a keyword.

#### 6. Date Created

Search from:     Select the time period you would like to search within or search all dates.

Search to:    

*Search for all assets best suited for your project type, find out about:*

- Related guideline pages
- Logos
- Templates
- Images
- Writing samples

*And more...*

CI Library

CI Storage

CI Factory

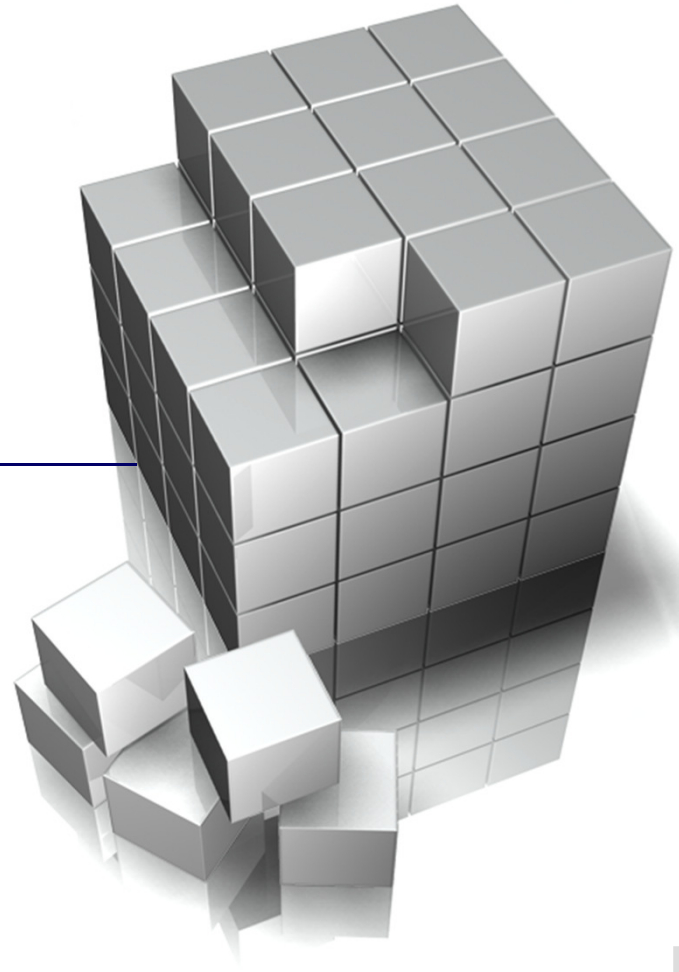
**CI Workbench**

CI Builder

CI Pilot

# CI Builder

Content Management System



CI Library

CI Storage

CI Factory

CI Workbench

**CI Builder**

CI Pilot

# Page Content Management

- Layout Control →
- Page Title →
- Page Description →
- Content Editor →
- Content Editor →
- Content Distribution →

Brand Resource

BUNGE

Site Map | Contact Us | Applications | Bunge.com | Help

User Guide  
Business Unit Contact  
FAQs  
Change Password

SEARCH

Guidelines

Go

My Cart (8)

Global Logistics  
OCOE  
Supply & Demand  
Research  
BMG  
World Grain  
Bunge Limited  
Agribusiness

Set Page Layout:

Edit Page Title:

Update

Edit Page Description:

Update

Edit Page Copy:

Update

Replace Image:

Browse...

Update this file

View Image:

44\_1.gif

Set Access Permissions:

External

Internal

Printers/Sign Vendors

NUI Corporate

Advertising Agencies

Capital Corp.

Strategic Partners

Other

Active

Inactive

100% Doc: 1.88M/1.88M

CI Library

CI Storage

CI Factory

CI Workbench

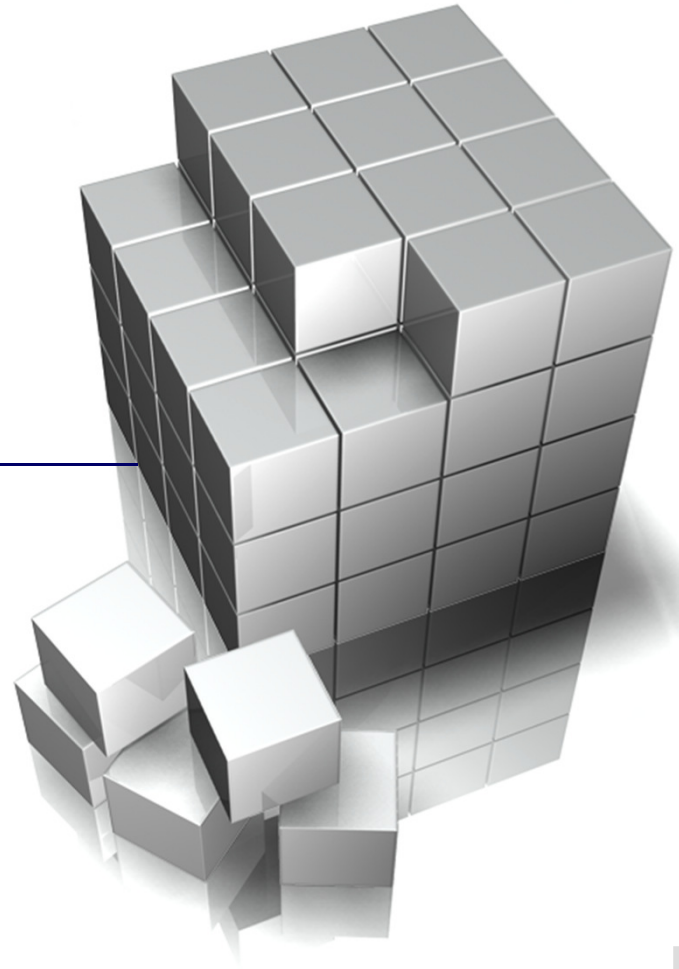
**CI Builder**

CI Pilot



# CI Pilot

Tracking, Reports, Statistics  
User Administration,  
Content Distribution & Access.



CI Library

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## Content Distribution, Access to Assets

### Step 7 - Upload Preview



**Upload Asset Preview**

You need to prepare a separate logo preview file for the upload asset. This preview file has to be 250x100 pixels and it has to be saved in a .GIF format.

One way of doing this is to:

1. Prepare a blank rectangular Photo shop file which has the dimensions above.
2. Resize the original logo file you are trying to upload so it fits into your blank file.
3. Paste the second file into the first file and save it as a .GIF.

### Step 8 - Define Access

**Local Access** ?

Headquarters Staff	<input checked="" type="checkbox"/>
Branch Employees	<input checked="" type="checkbox"/>
Vendors	<input type="checkbox"/>
Volunteers	<input checked="" type="checkbox"/>

**Global Access** ?

Headquarters Staff	<input checked="" type="checkbox"/>
Branch Employees	<input checked="" type="checkbox"/>
Vendors	<input type="checkbox"/>
Volunteers	<input checked="" type="checkbox"/>

### Step 9 - Update Changes

**Update**

### Step 10 - Select Computer Platform

☒ PC files are delivered as WinZip self-extracting .exe file

## Content Distribution, Access to Resources

### YMCA of Greater New York Digital Asset Management System

#### ACTIVATE DATABASES

Check or uncheck the appropriate boxes in order to update Database access. Only Data-bases which are checked will be visible to the given user group. For example, if you un-check "Welcome", that page will not be visible to the users.

#### User Groups



Assets	Branches	Branch Employees	Vendors	Volunteers
Logos	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Templates	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Images	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gallery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sound & Video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Global	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Welcome	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Update

CI Library

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**CI Pilot**

## Usage Statistics

### Download Statistics



To view statistics, please select the section and enter the date range.

☐ Best Practice ☒ Photo Gallery ☐ Logotype ☐ Templates

From:  /  /  To:  /  /

Category	Sub-Category	Availability	Resolution	Download
Cityscape	Manhattan	Liscensed	High Res	8
	Booklyn	Liscensed	Low Res	6
Facilities	Classes	Unlimited	High Res	1
	Classes	Liscensed	Low Res	3
Community	Open House	Unlimited	High Res	1
	Open House	Liscensed	High Res	2
Total				21

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**CI Pilot**

## The CI Toolbox Solution

### Conclusions

By implementing the CI Toolbox you will able to:

- ✓ Increase consistency
- ✓ Reduce costs
- ✓ Improve collaboration and workflow
- ✓ Generate ROI
- ✓ Control & track your efforts



# Questions & Answers

Q&A

- Cost of Investment?
- ROI?
- Hosting and IT?
- System architecture?

## The CI Toolbox Solution

### Your Investment

- *ASP Model: fully hosted on Corporate Voice servers*
- *On average \$50,000 to \$150,000 one time and \$1000 to \$3000 monthly*



## The CI Toolbox Solution

### ROI - Your Investment

Calculate:

---

Number of assets per day

\*((average production time \* time per hour)

+ average media cost + average distribution cost)

---

e.g. 100 assets/day \* ((30 min \* \$20/h) + (\$1/cd-rom + \$2/mail))

= \$1300 per day

Cost of your system is \$50k

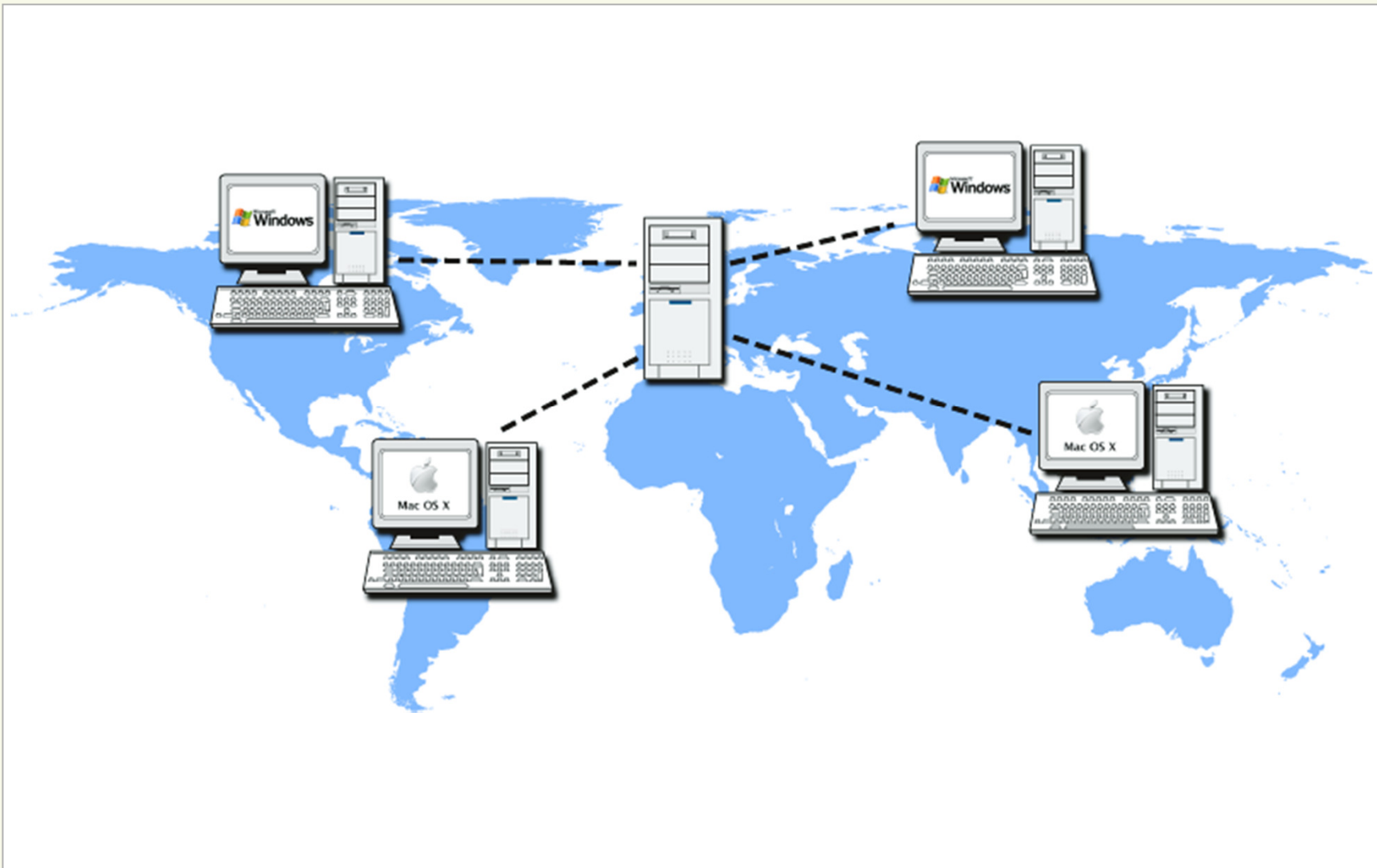
You will see your return in 38.5 days

CI Toolbox  
ROI Calculator



# CI Toolbox Solution

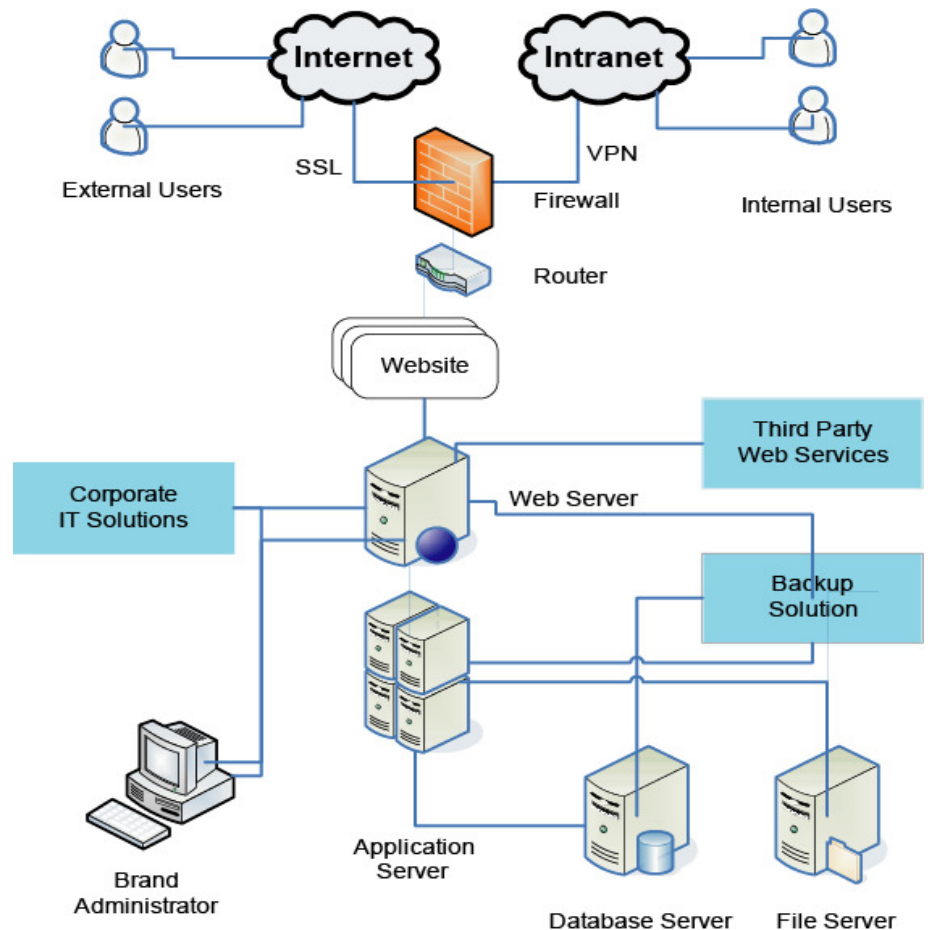
## Content Distribution Across Platforms/Browsers



# The CI Toolbox Solution

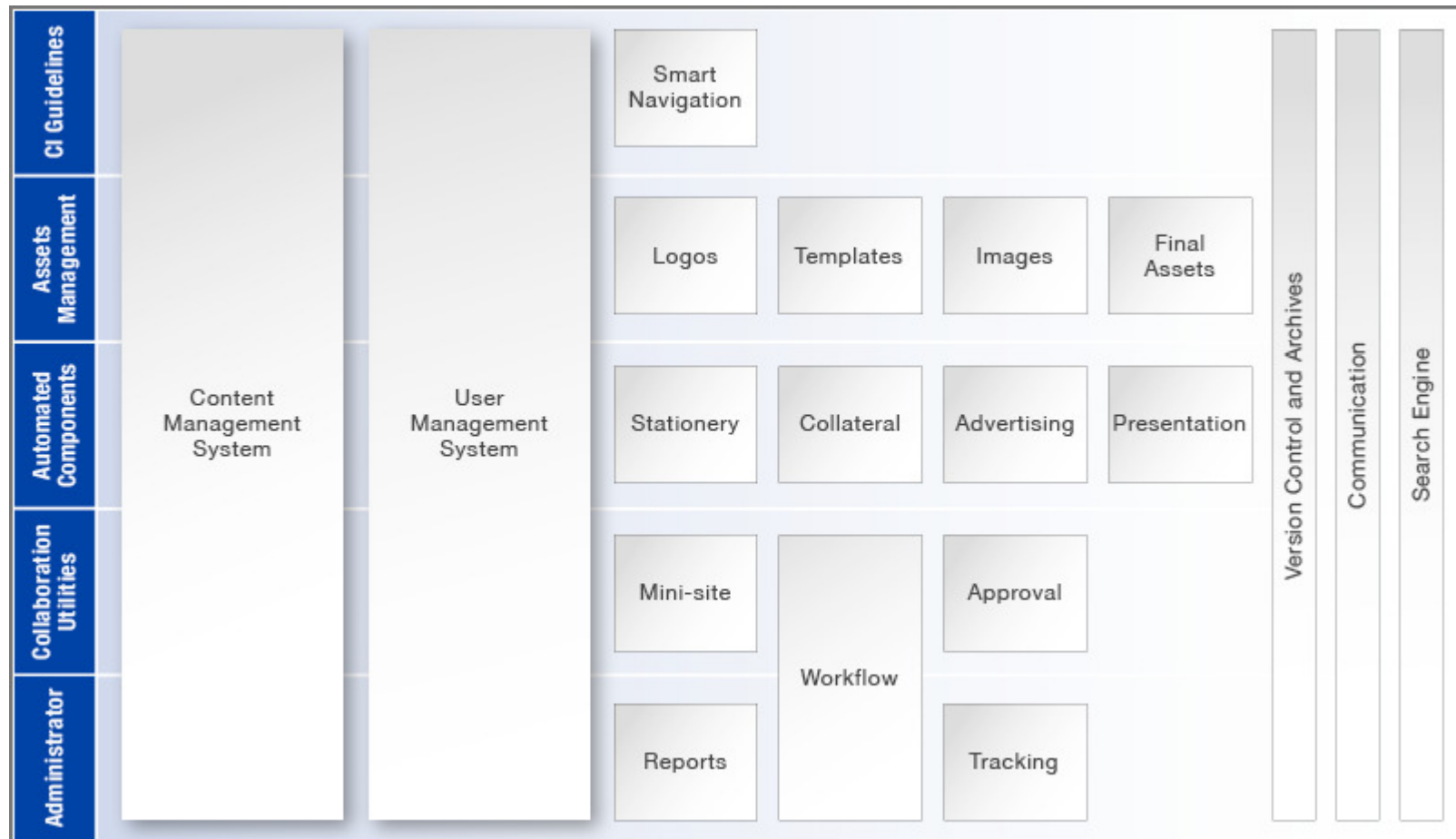
## Hosting And Delivery Options

1. On your servers - everything is hosted and managed by you
2. On our servers but it is seamlessly and transparently implemented in your Intranet via VPN and Web Services – you manage your site and we manage all the back end for the application
3. On our servers and connected to your network via Extranet – everything managed by us.



# The CI Toolbox Solution

## CI Toolbox Architecture



Thank You!!!



**corporateVoice**

*empowering brands online*