

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?

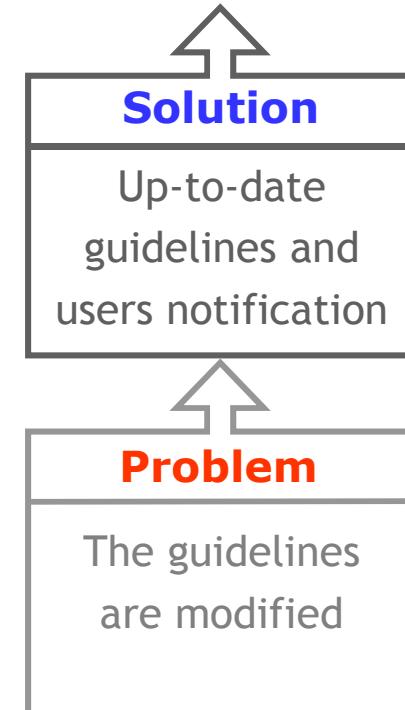
If you don't know about the change, you keep producing the same asset!

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!

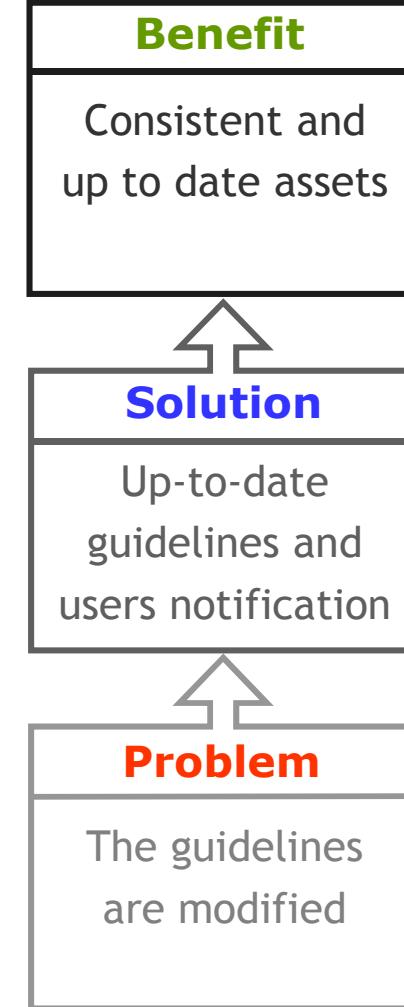
Except - this time it's out of step with policy!

You are producing wrong assets!

Benefit

Consistent and up-to-date assets

How can I do this...



CI Library



Benefit

Consistent and up to date assets

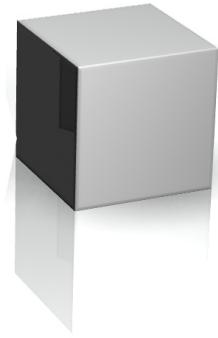
Solution

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).



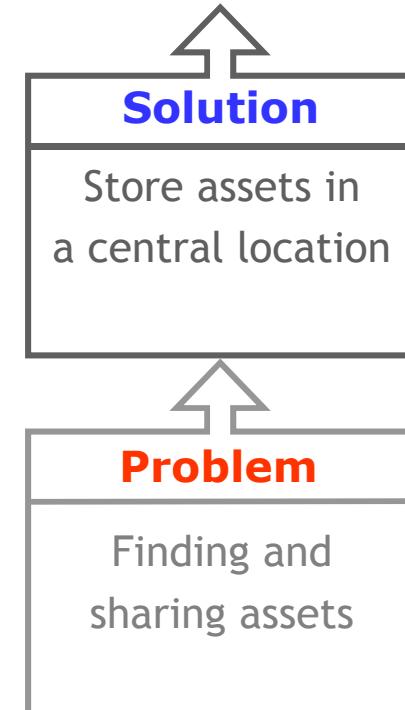
Well...

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...

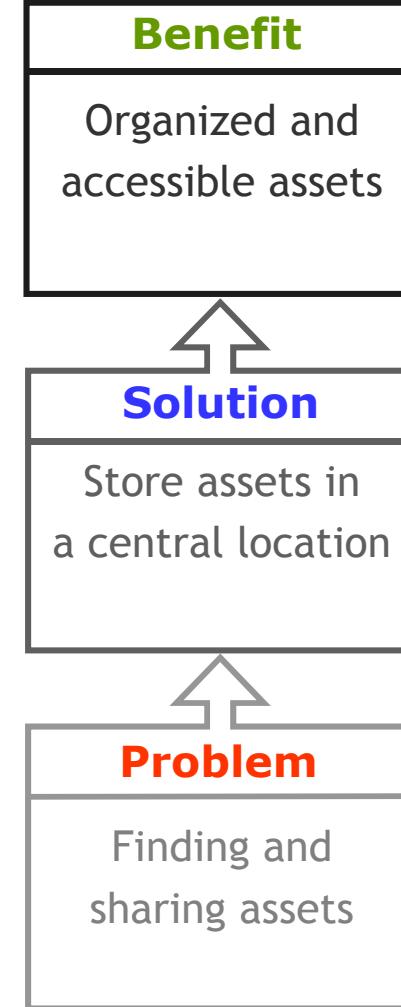
Well, - you have all beautiful assets stored somewhere on your computer.

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



Benefit

Organized and accessible assets

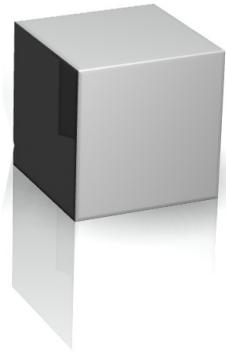
Solution

Store assets in a central location

Problem

Finding and sharing assets

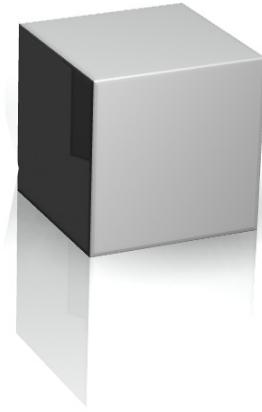
Where are we now?



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

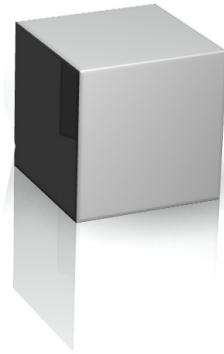
You have to reproduce certain assets over and over and that takes time and resources.



Problem

Repeated production of certain assets

So what?

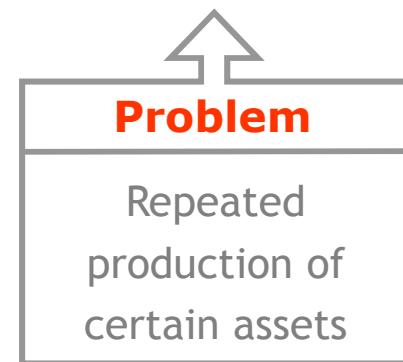


So what...

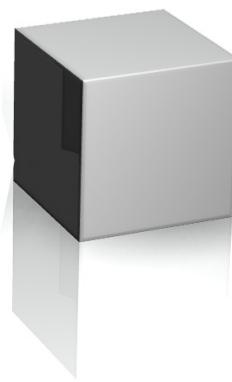
That takes time!

People make mistakes!

Things need to be approved!



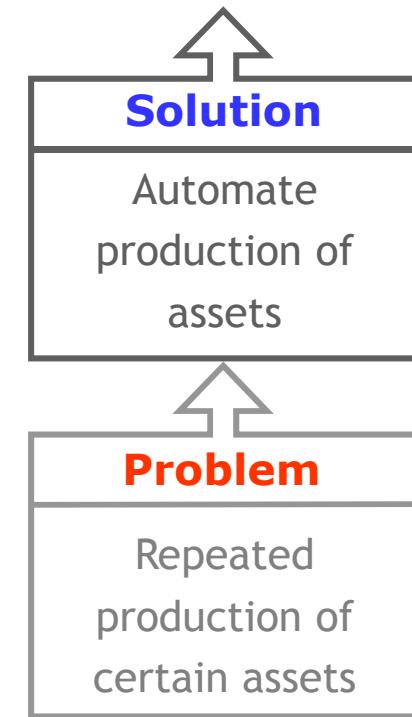
So, what can I do?



Try...

Solution

Automate production of similar assets!

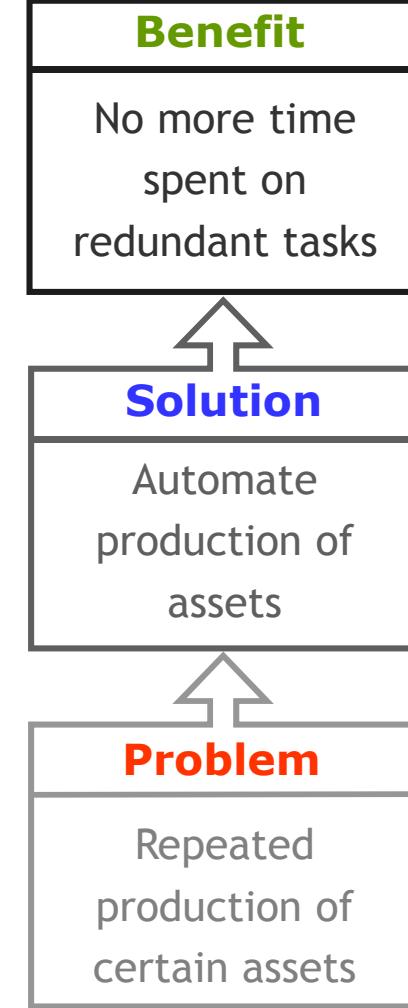


Try...

Benefit

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

Please tell...



CI Factory



Benefit

No more time
spent on
redundant tasks

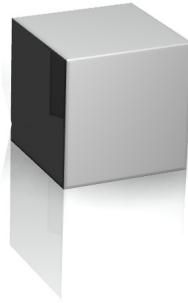
Solution

Automate
production of
assets

Problem

Repeated
production of
certain assets

But wait, there is more!

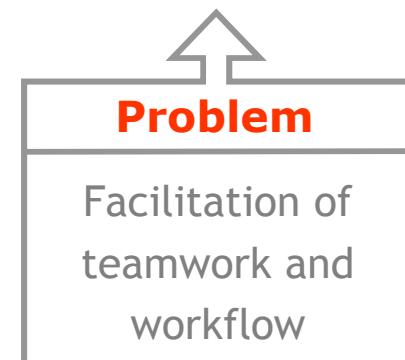


I'm listening...

- 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.

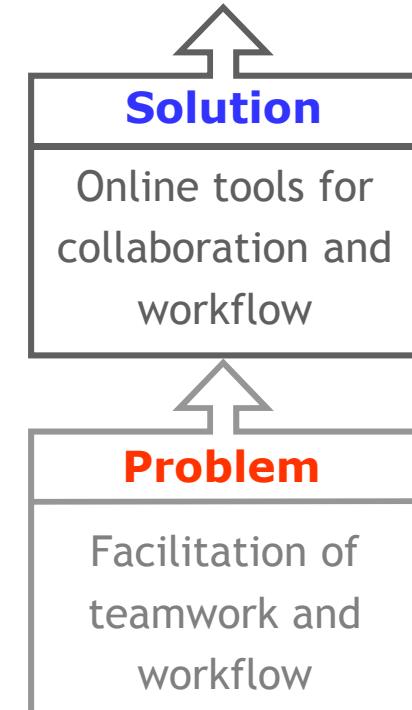


I'm listening...

- 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

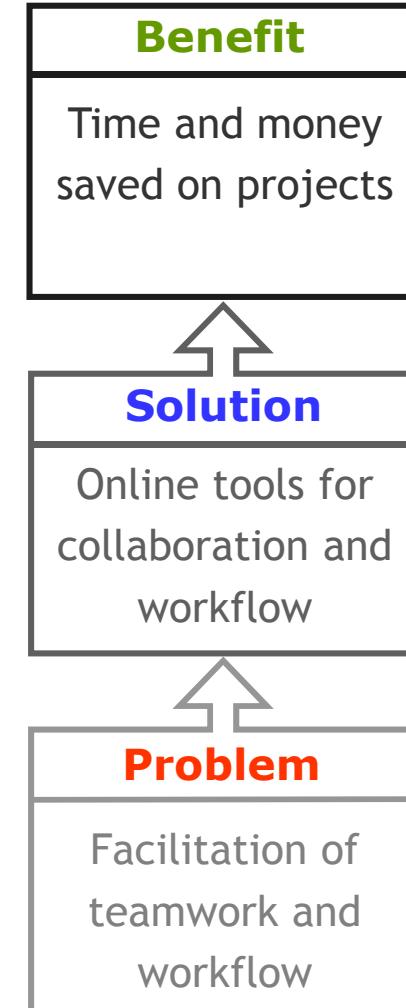


I'm listening...

- 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



Benefit

Time and money
saved on projects

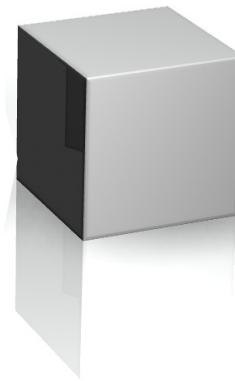
Solution

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

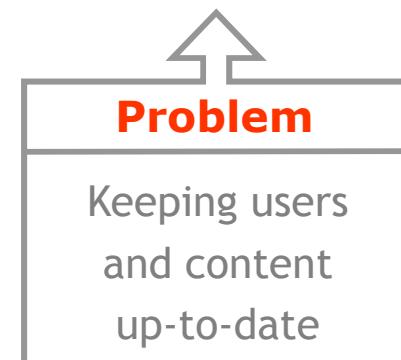
Second - you need to populate your website

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.



Ideas?

First - you need to create a content for your guidelines

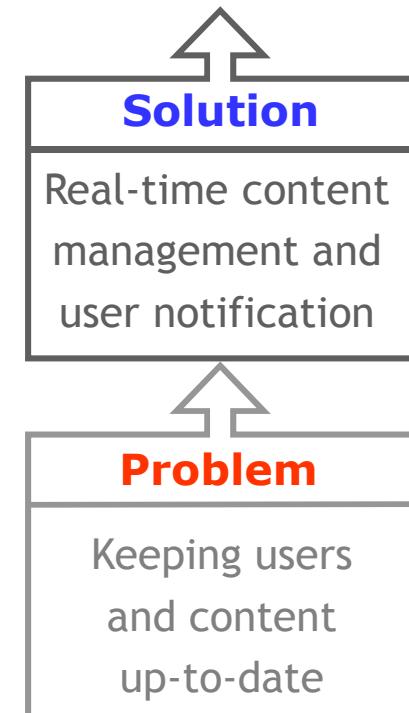
Second - you need to populate your website

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

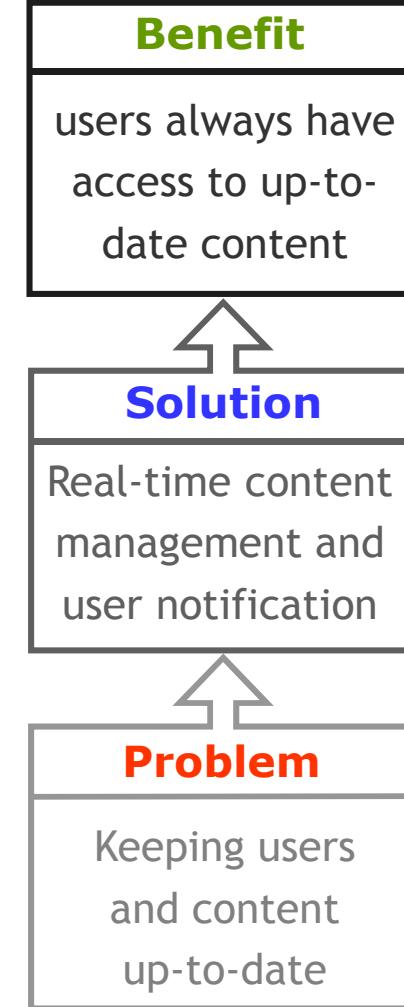
Second - you need to populate your website

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



Benefit

users always have access to up-to-date content

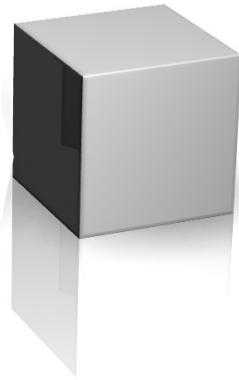
Solution

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?

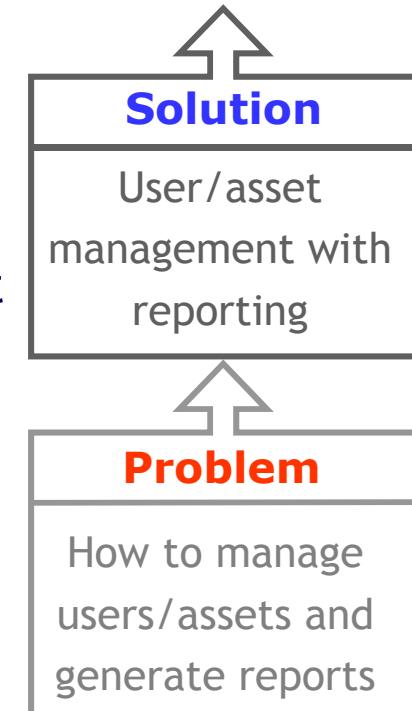


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Solution

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

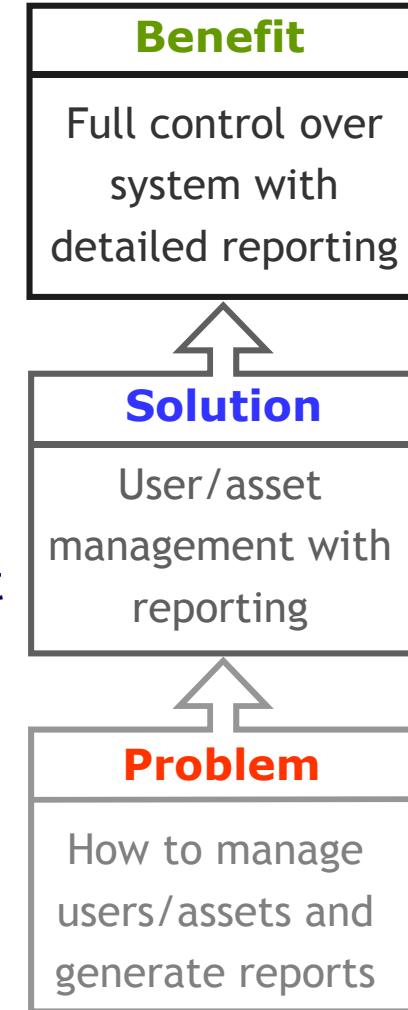


You had to ask...

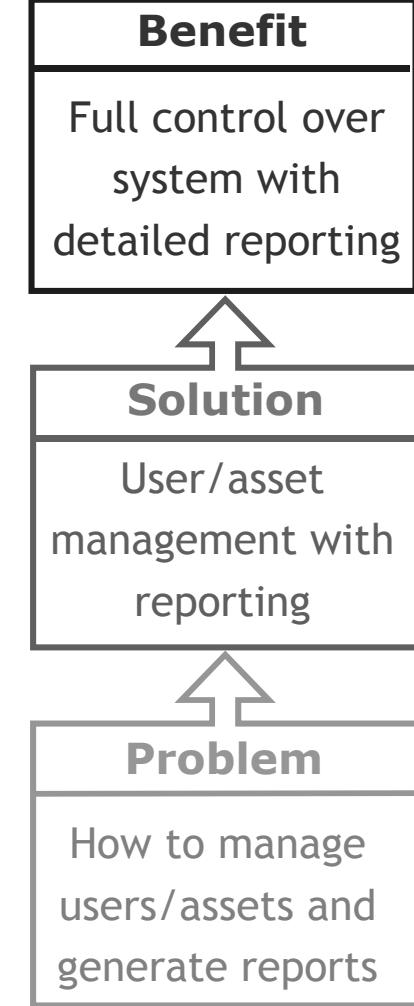
- First - you need to manage all your users and define user groups
- Second - you need to manage all your assets and distribute them based on those user groups
- Third - you need to track performance of your system and modify it when needed
- Fourth - you need to create reports for management to demonstrate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

Benefit

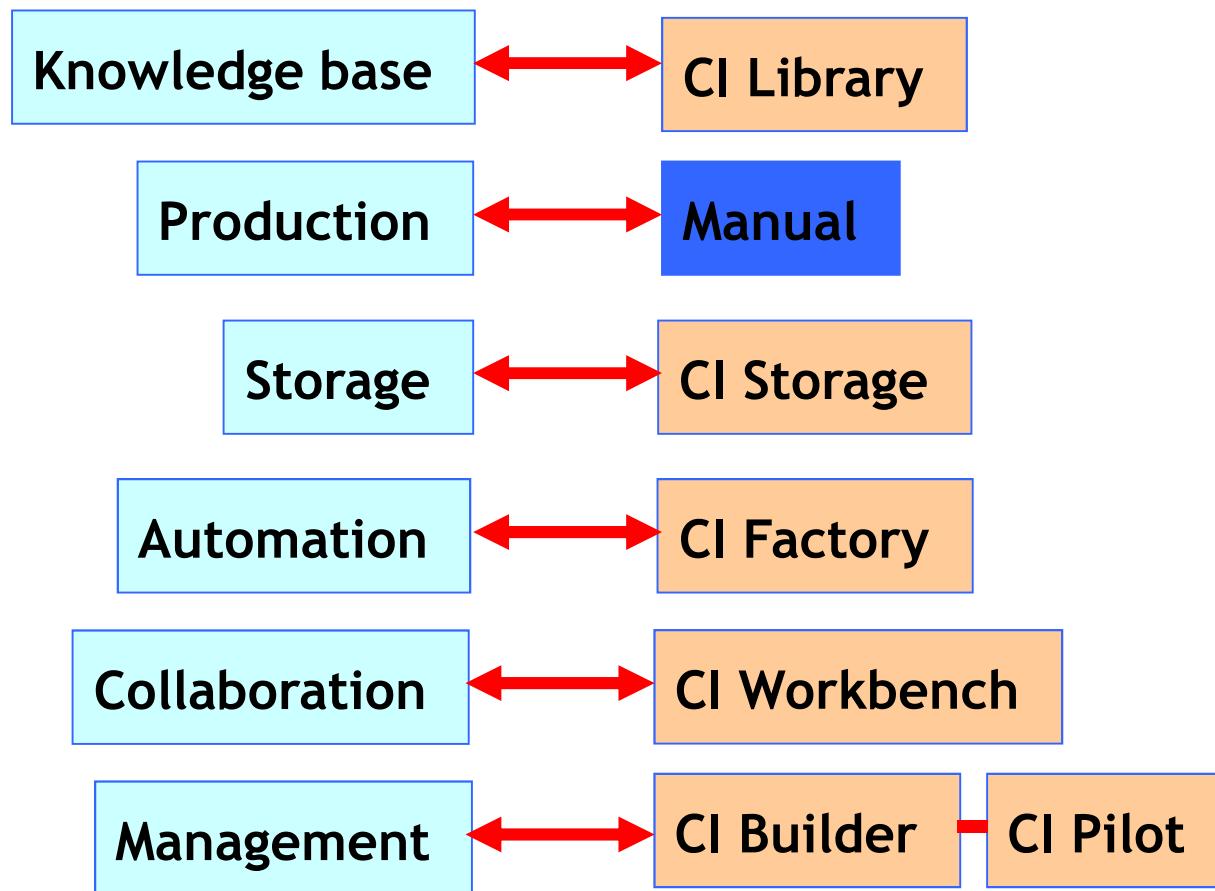
Delegate control of parts of the system to individual users, distribute assets based on user groups, see a clear picture of how the system is used and where improvements can be made.



CI Pilot



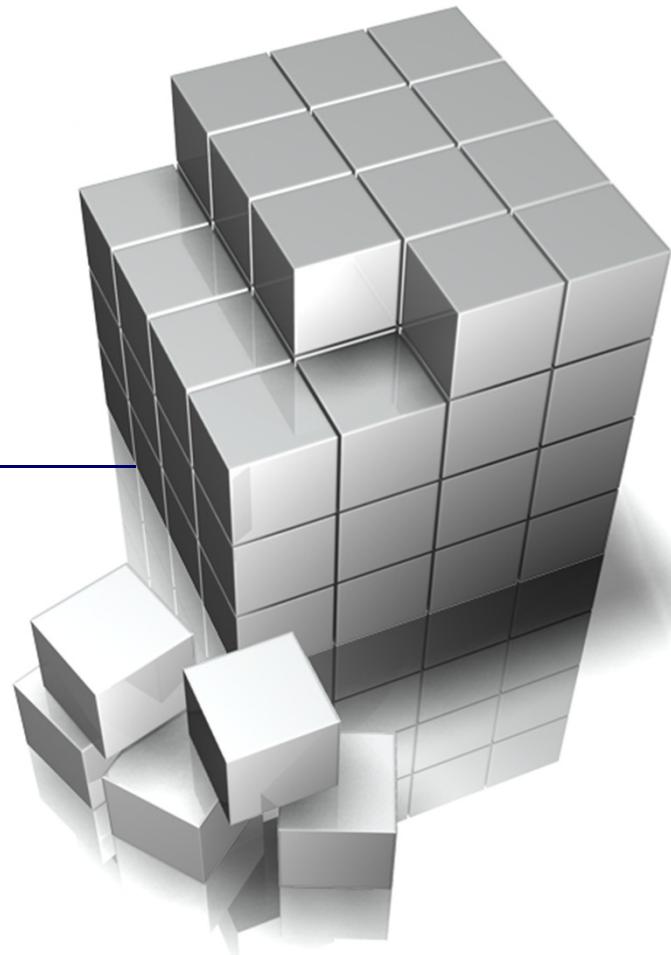
The Process overview



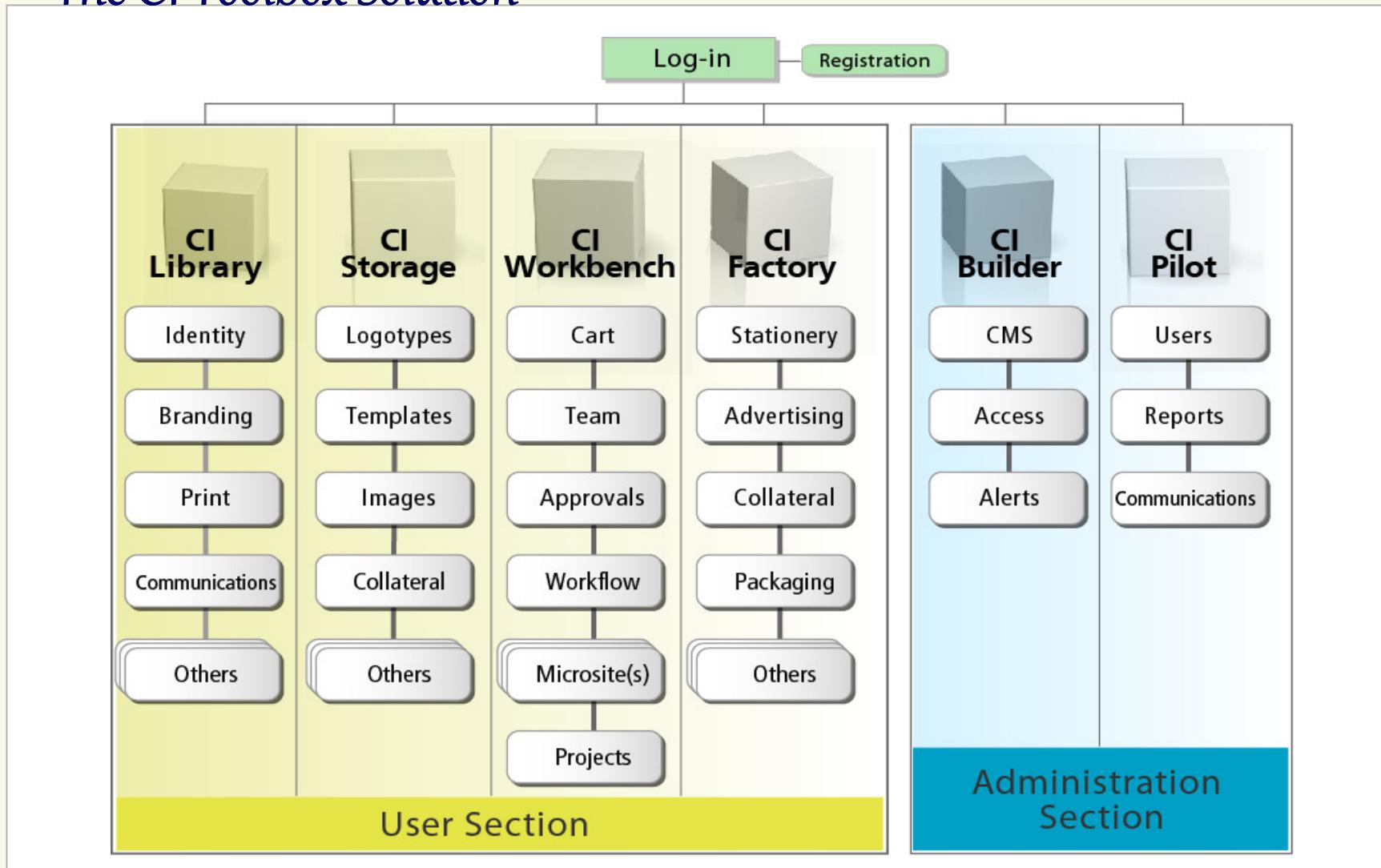
Introducing:

CI Toolbox

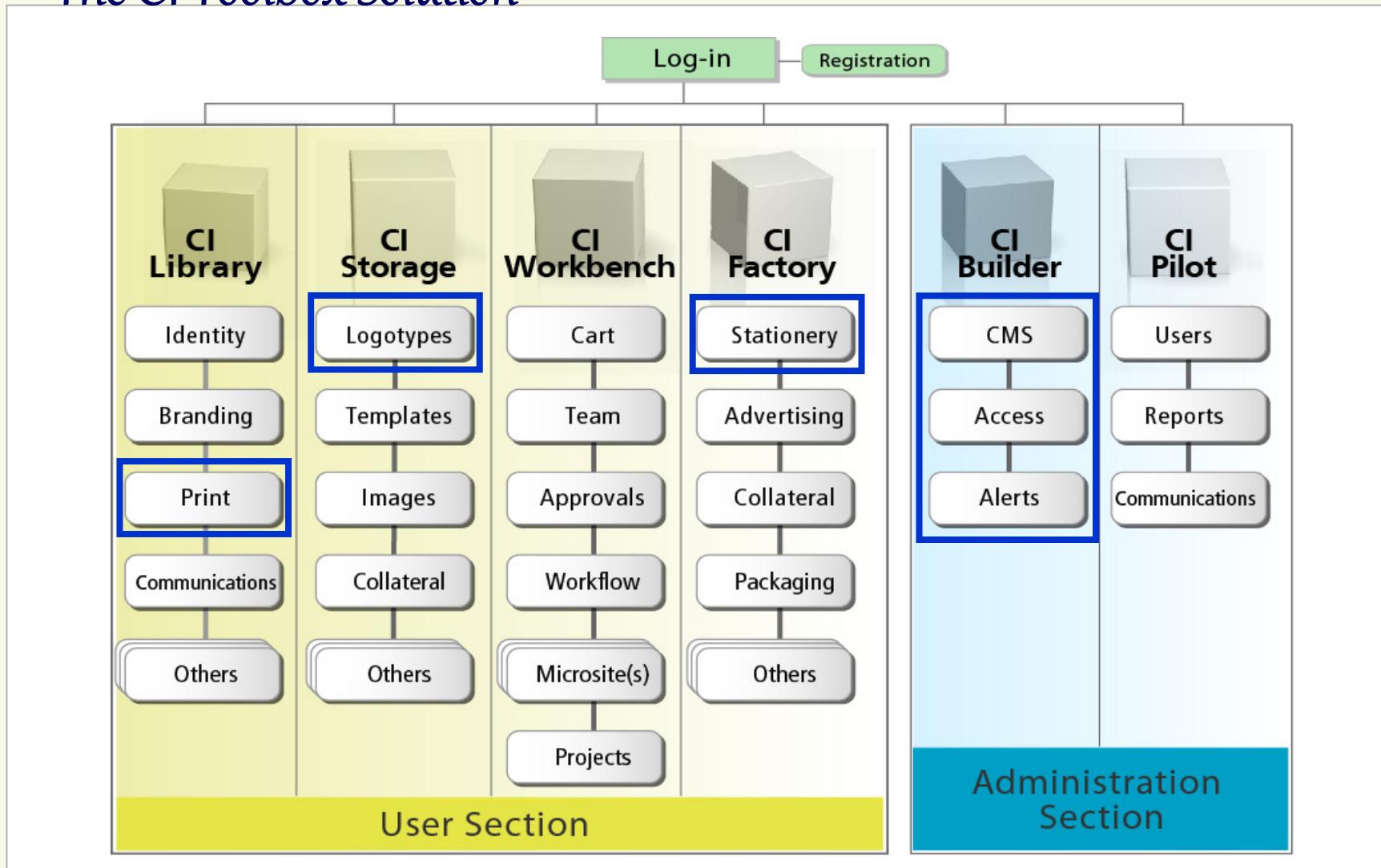
Corporate Identity & Digital
Asset Management Toolbox



The CI Toolbox Solution

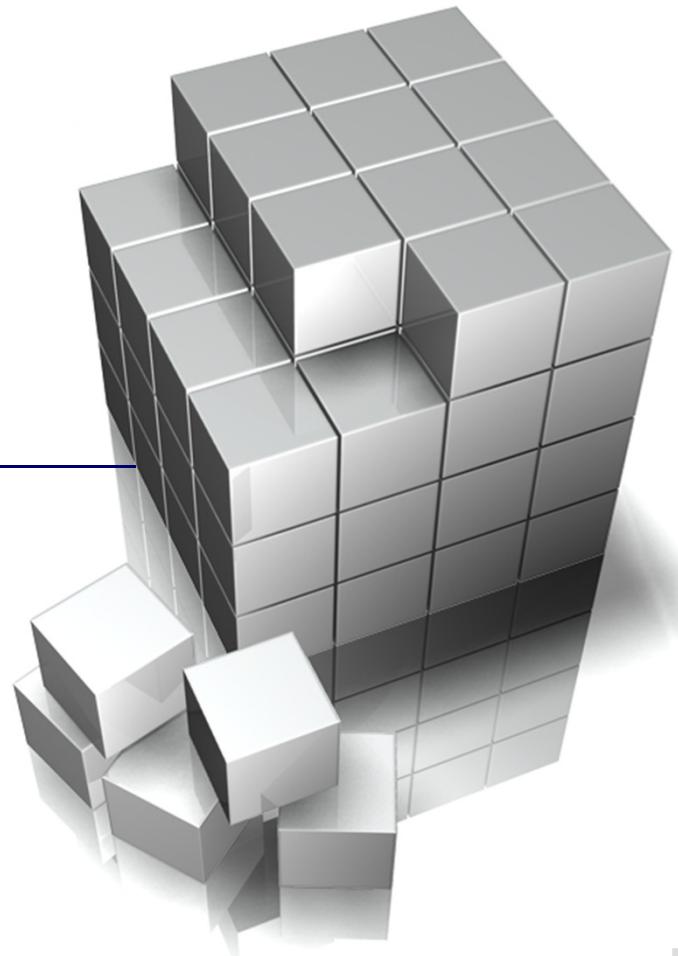


The CI Toolbox Solution



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



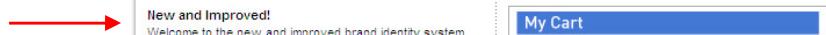
Related Images



Guidelines Sections



Important Alerts

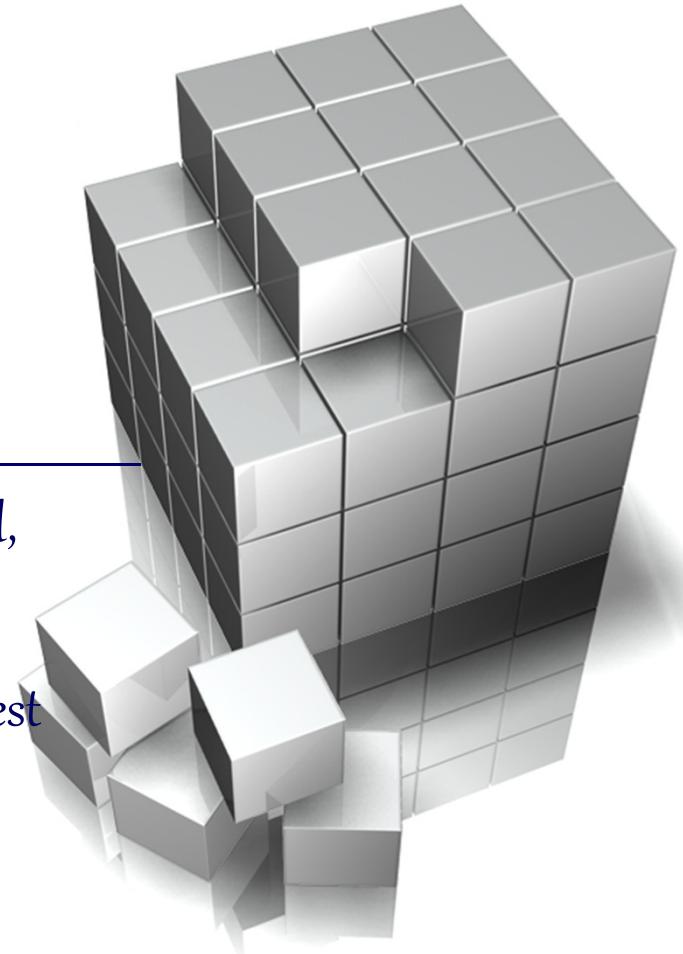


Collections



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



packets

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

fonts

Download platform specific versions of our brands typeface family.

Logotype Database

Primary Navigation → Site Map | Contact Us | Applications | Bunge.com | Help

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

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

Preview →  globalmarkets.eps
GLOBAL MARKETS Icon Blue Pantone 1.5".EPS
Illustrator EPS -- 244kb [Edit](#)

Asset Information →

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

Logotype Database (continued)

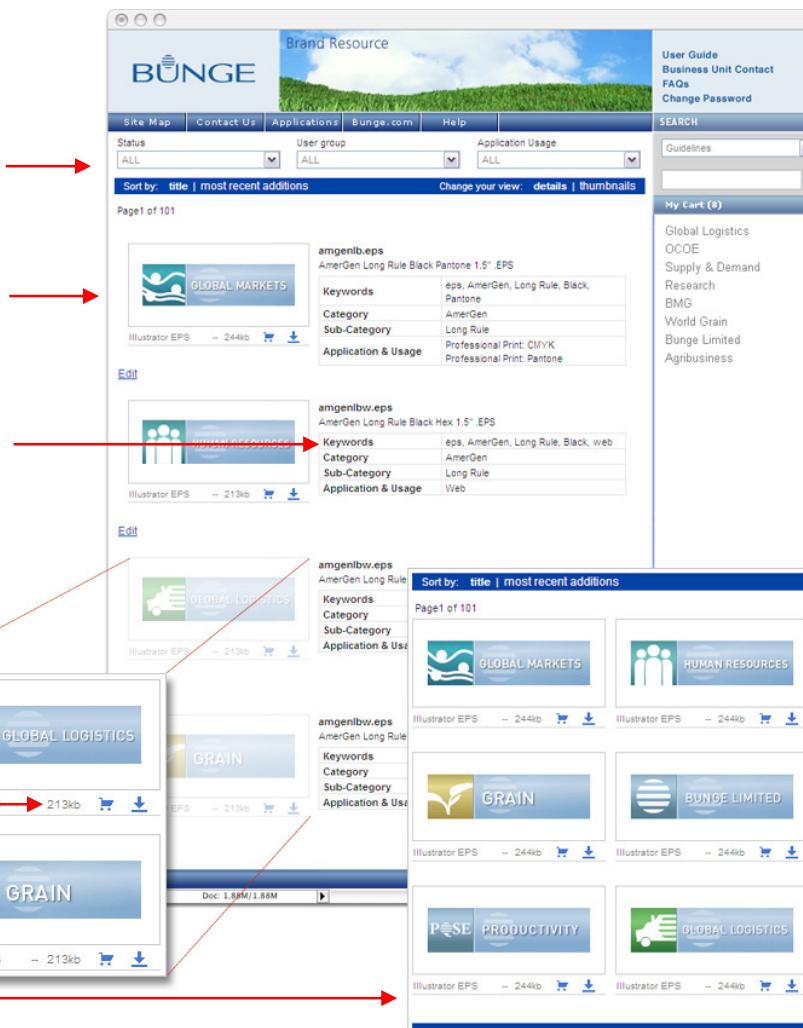
Search Criteria →

Preview →

Asset Information →

Download and Shopping Cart →

Close Up or Thumbnail View →



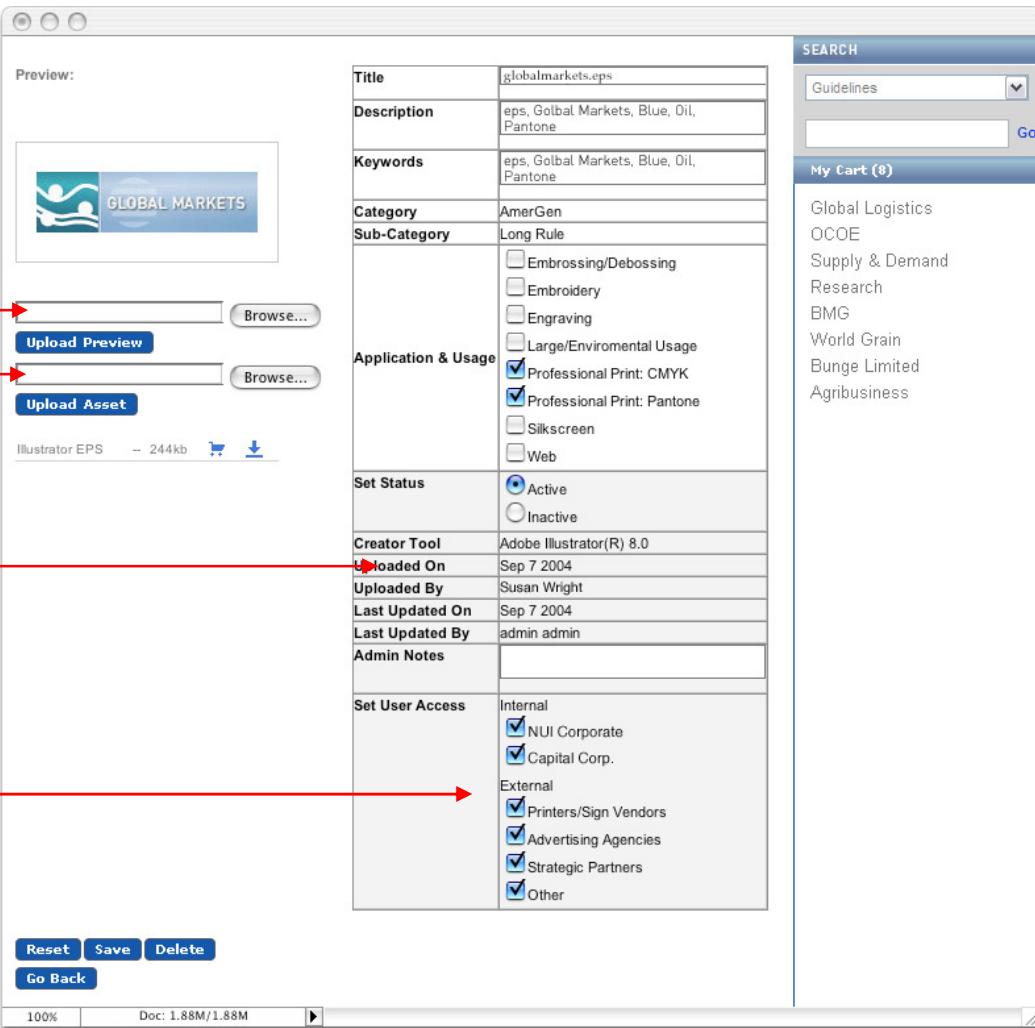
Logos Database – Administration Tool

Preview Upload →

Asset Upload →

Asset Data →

Asset Access Control →



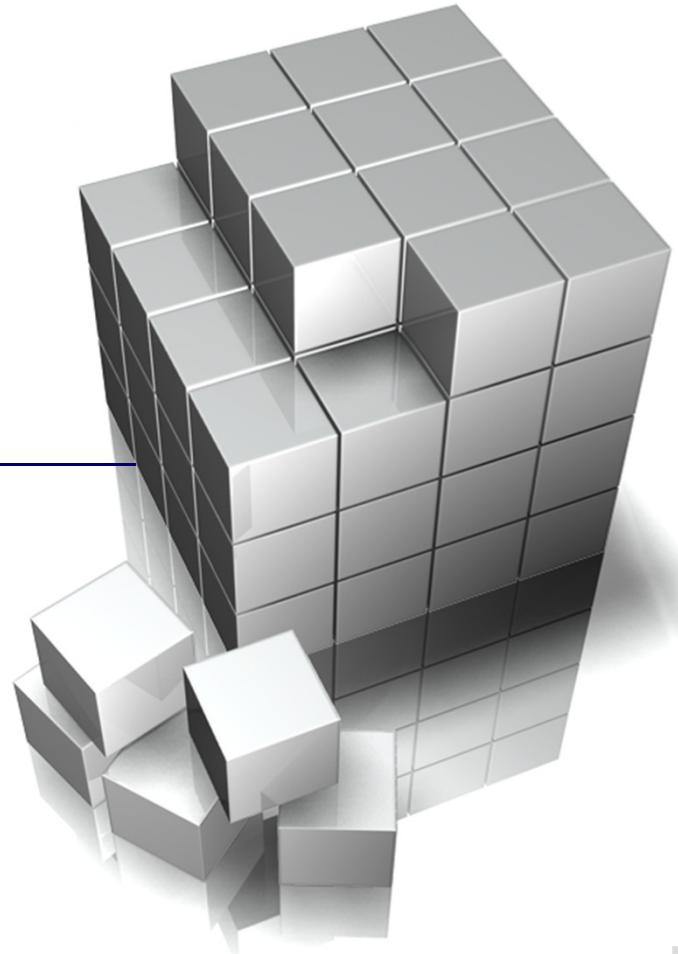
The screenshot shows a web-based administration tool for managing logos. On the left, there's a preview window showing a logo for "GLOBAL MARKETS" featuring a swimmer icon. Below it are two upload sections: "Upload Preview" and "Upload Asset", each with a "Browse..." button. A file "Illustrator EPS" is listed with a size of "244kb" and download links. To the right is a detailed form for asset management:

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"/> Embossing/Debossing <input type="checkbox"/> Embroidery <input type="checkbox"/> Engraving <input type="checkbox"/> Large/Environmental 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
Uploaded 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

At the bottom are buttons for "Reset", "Save", "Delete", and "Go Back". The status bar at the bottom shows "100%" and "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



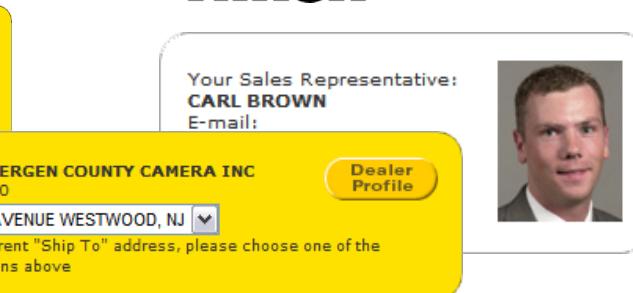
advertising

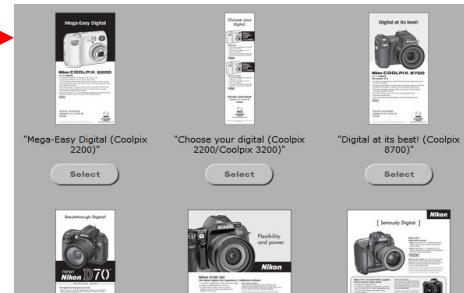
Save time and money producing brand compliant advertising. Have your ads automatically approved and sent to a print vendor

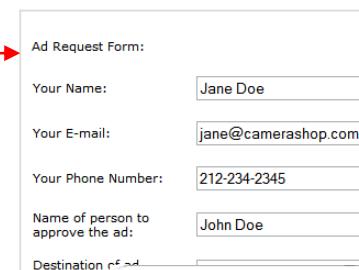


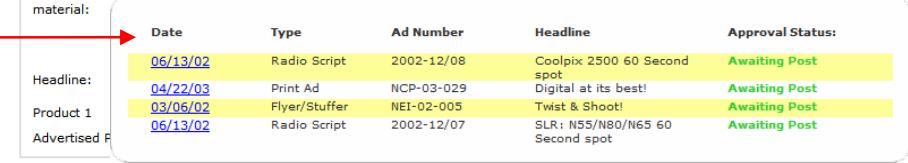
Advertising Module

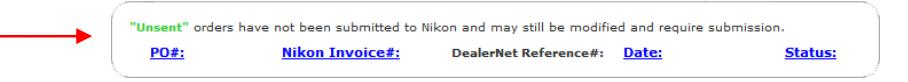
Module Log in ID → 

Nikon → 

Ad thumbnail view → 

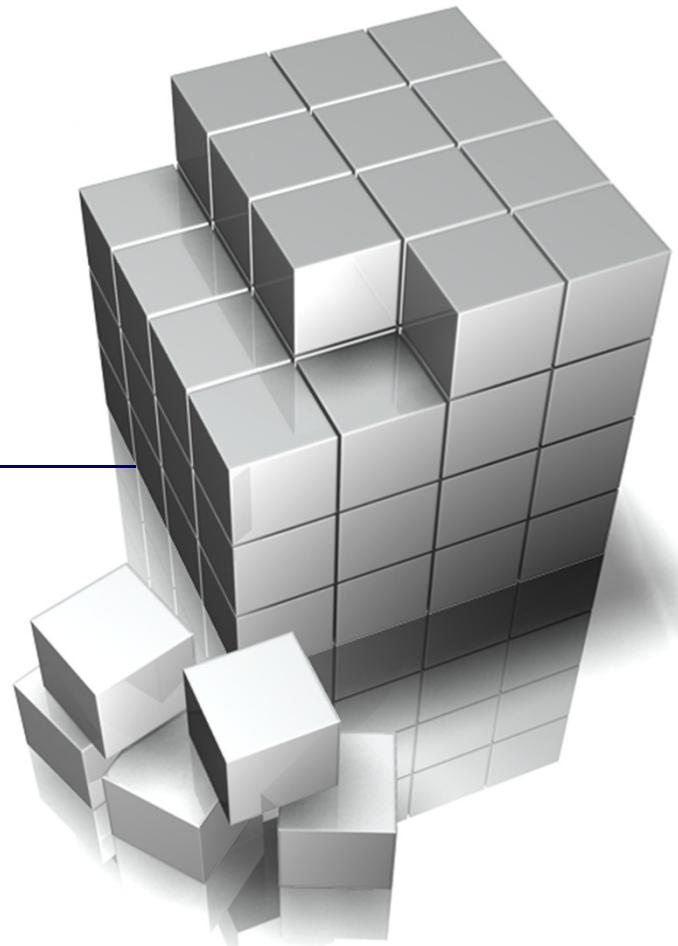
Ad request form → 

18 month order archive → 

Order status menu → 

CI Workbench

Collaboration, Workflow, Approval



CI Library

CI Storage

CI Factory

CI Workbench

CI Builder

CI Pilot

Collaboration, Asset Sharing

My Approvals

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

My Cart

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

Assemble PDF

	Add to ZIP	Remove
ervesY.eps	<input type="checkbox"/>	<input type="checkbox"/>
2clr.eps	<input type="checkbox"/>	<input type="checkbox"/>

My Team

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

Add Members
Submit

Send to

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?

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

2. Select a Product Category

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

3. Select a Product Sub-Category

All 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

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

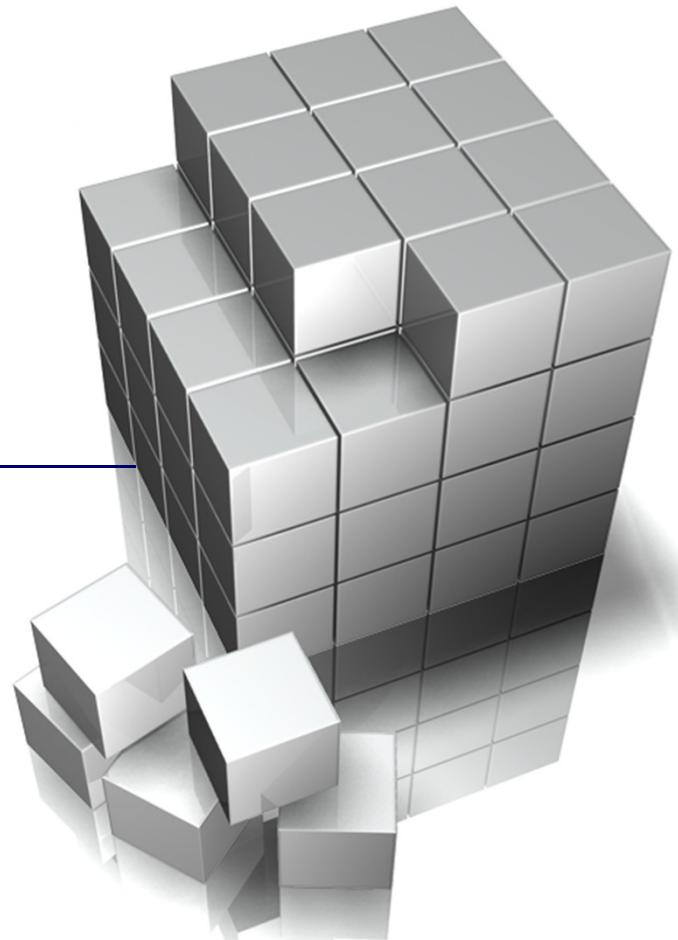
Search for all assets best suited for your project type, find out about:

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

And more...

CI Builder

Content Management System



CI Library

CI Storage

CI Factory

CI Workbench

CI Builder

CI Pilot

Page Content Management

Layout Control →

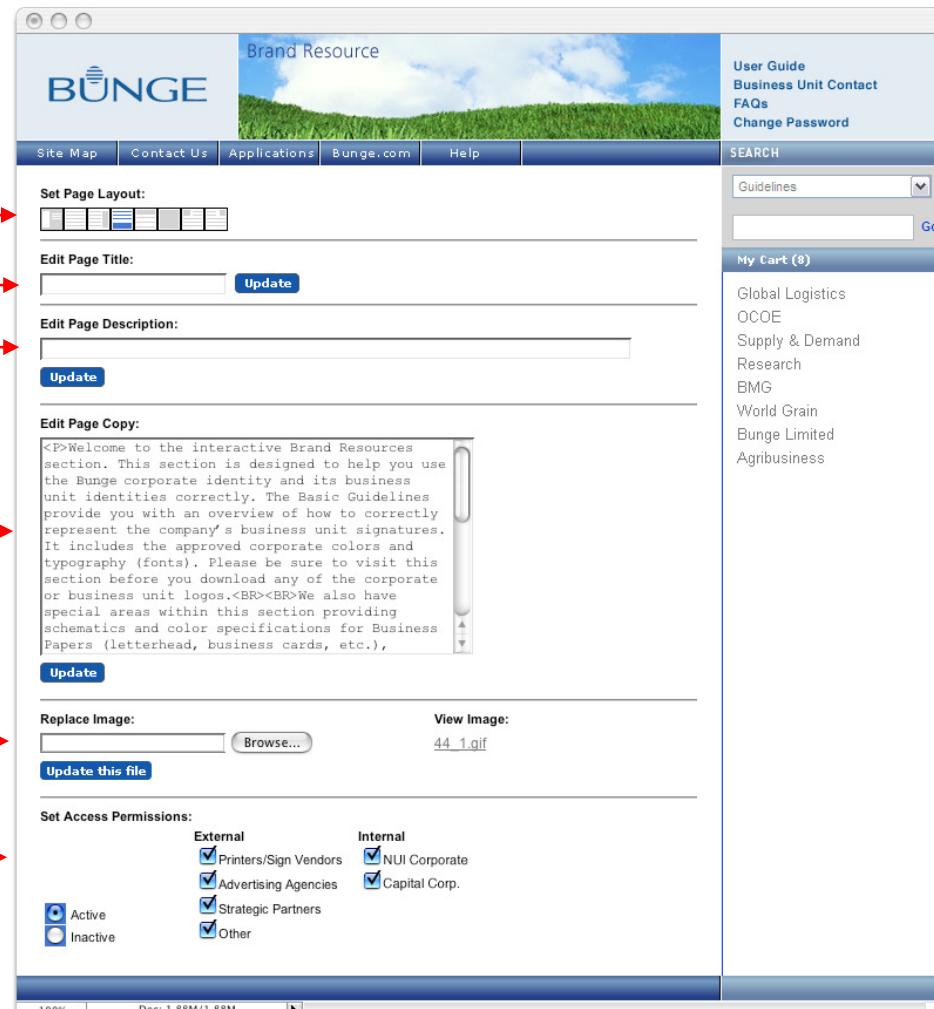
Page Title →

Page Description →

Content Editor →

Content Editor →

Content Distribution →

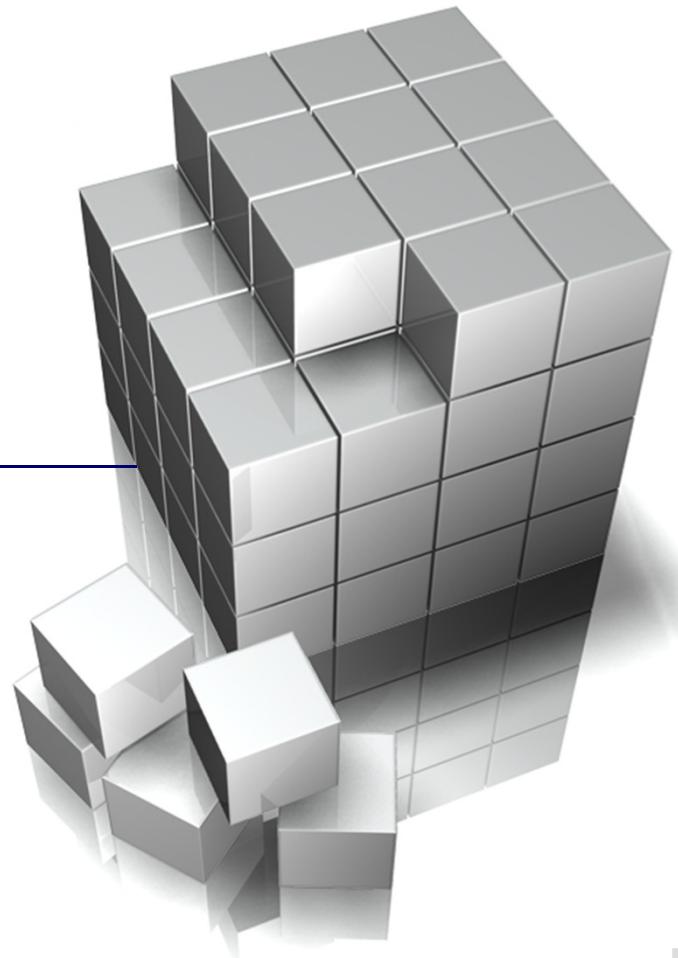


The screenshot shows a web-based content management system for the Bunge Brand Resource section. The interface includes:

- Header:** BUNGE logo, Brand Resource banner, Site Map, Contact Us, Applications, Bunge.com, Help, User Guide, Business Unit Contact, FAQs, Change Password.
- Search:** SEARCH field with Guidelines dropdown and Go button.
- My Cart (8):** Global Logistics, OCCE, Supply & Demand, Research, BMG, World Grain, Bunge Limited, Agribusiness.
- Content Area:**
 - Set Page Layout:** Grid selection.
 - Edit Page Title:** Input field and Update button.
 - Edit Page Description:** Input field and Update button.
 - Edit Page Copy:** Rich text editor with scroll bar containing company guidelines. Includes Update button.
 - Replace Image:** Input field, Browse... button, View Image: 44_1.gif, and Update this file button.
 - Set Access Permissions:** External (Printers/Sign Vendors, Advertising Agencies, Strategic Partners, Other) and Internal (NUI Corporate, Capital Corp.) checkboxes. Active and Inactive radio buttons.

CI Pilot

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



CI Library

CI Storage

CI Factory

CI Workbench

CI Builder

CI Pilot

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 Databases which are checked will be visible to the given user group. For example, if you uncheck "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



Usage Statistics

Download Statistics



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

Best Practice Photo Gallery Logotype Templates

From: / / To: / /

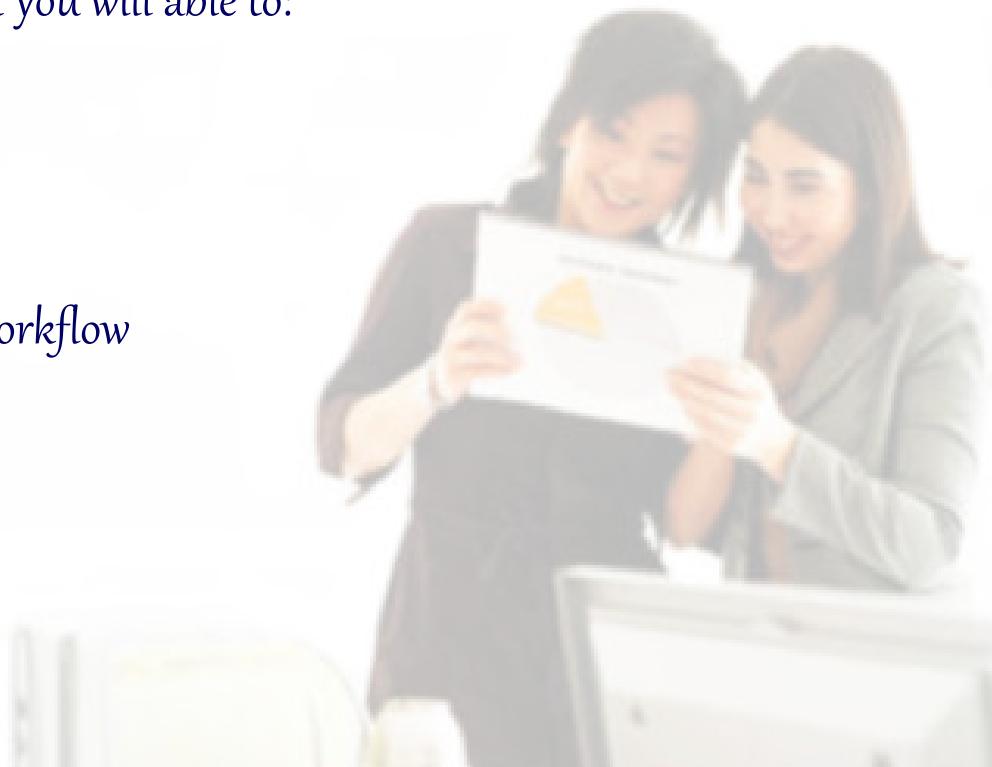
Category	Sub-Category	Availability	Resolution	Download
Cityscape	Manhattan	Licensed	High Res	8
	Booklyn	Licensed	Low Res	6
Facilities	Classes	Unlimited	High Res	1
	Classes	Licensed	Low Res	3
Community	Open House	Unlimited	High Res	1
	Open House	Licensed	High Res	2
Total				21

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 Q&A & Answers

- 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

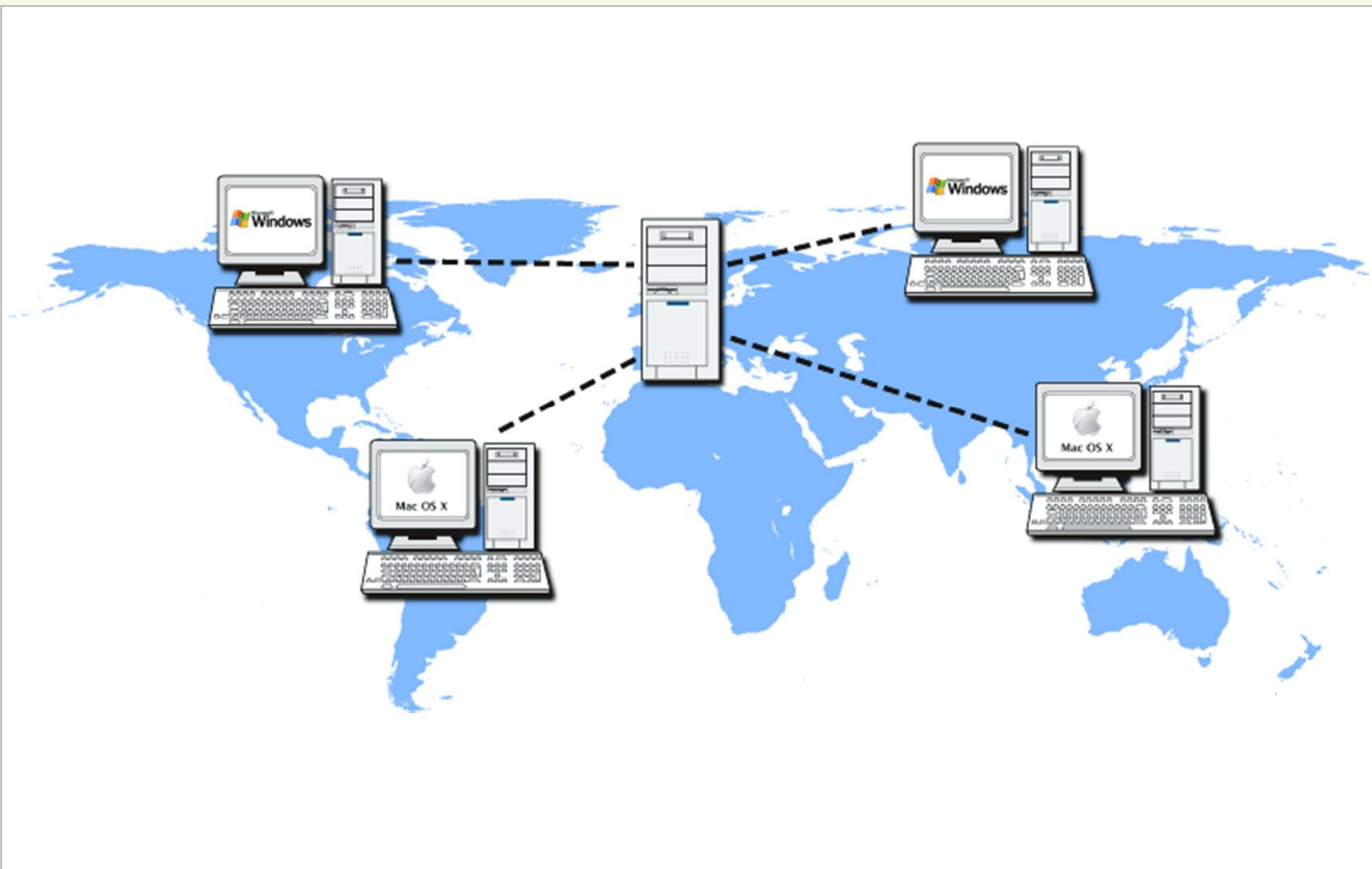
Cost of your system is \$50k

You will see your return in 38.5 days

CI Toolbox
ROI Calculator

C1 Toolbox Solution

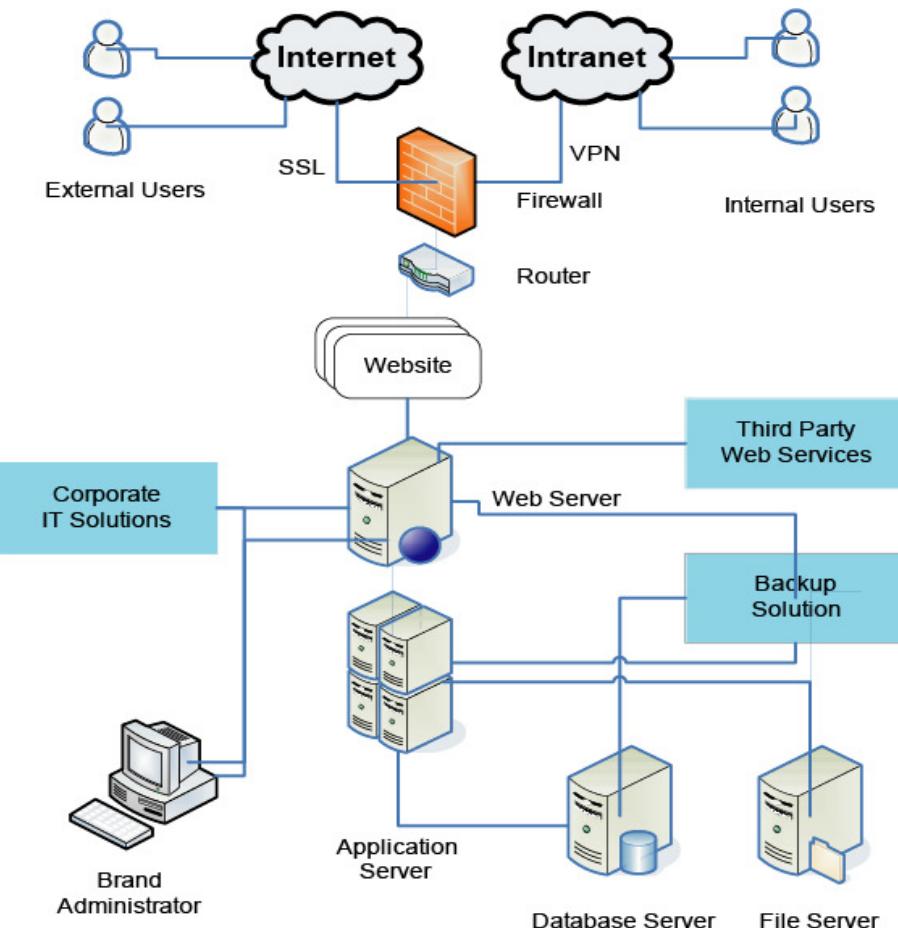
Content Distribution Across Platforms/Browsers



The CI Toolbox Solution

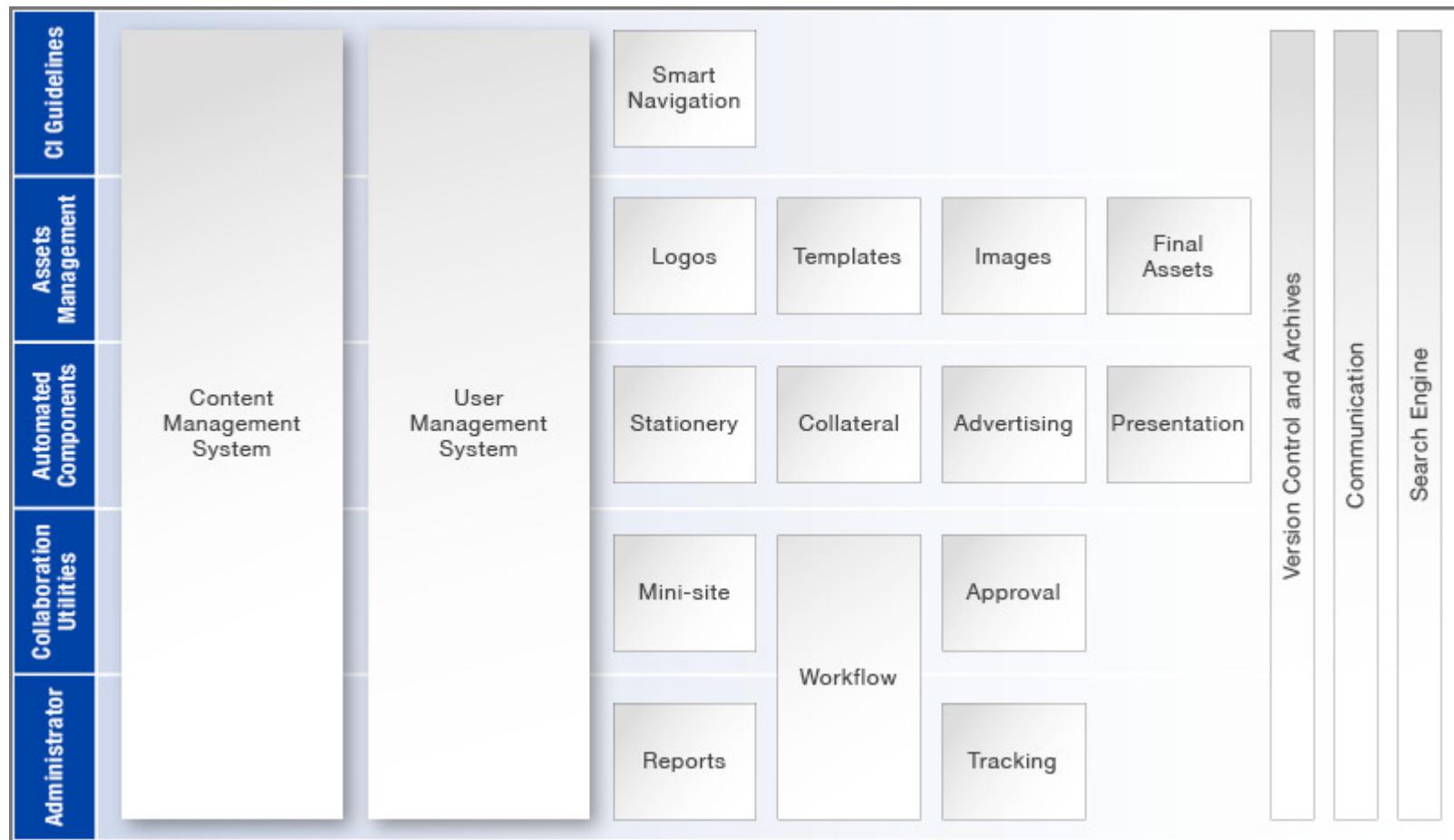
Hosting And Delivery Options

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.

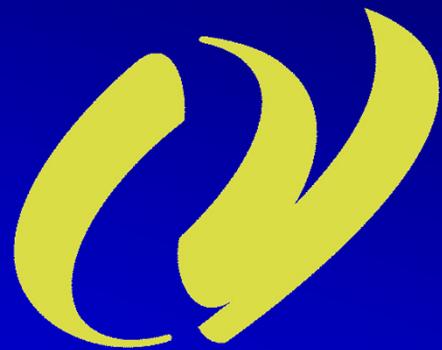


The CI Toolbox Solution

CI Toolbox Architecture



Thank You!!!



corporateVoice

empowering brands online