

Case Study

THE RICHARDS GROUP

It's All in the Brand



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Company Profile

What began as a freelance design practice in the corner of a garage apartment has grown into the United States' largest independent advertising agency supporting clients from across the country with print, broadcast and online marketing as well as strategic insights.

The Richards Group exists for one reason: to endear brands to people. Endearing a brand to its customers requires creativity that works, and works consistently at every point of contact. Including ones that don't fit any of the traditional brand communication categories. We'll use anything from motel wake-up calls to employee uniform design to further our clients' brands. We are not after a tidy list of capabilities. We're after killer brands

Business Challenge

As the Richards Group embraced the technology movement, we realized the need to track the increasing number of digital assets. We tried several products on the market but none met our expectations. Off-the-shelf products could not keep up with the increasing number of images, and enterprise solutions would not work within the hardware specifications. We came to the realization that what we needed was not only a digital asset management, but a total workflow solution.

The Solution

The deployment of MediaBank was a slow but steady process. We currently have well over 10,000 assets in MediaBank spread among sixty clients. The ability to customize the web interface to meet our needs and personal identity gave

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- The Richards Group

[Case study: It's All in the Brand; continued]

MediaBank instant credibility and made it convenient to our staff.

Results

MediaBank now is at the center of our workflow and it has reinvented how we do prepress. Instead of only being a segment of the agency that prepares digital files for printing, prepress now is part of our everyday life. The entire agency now has the ability to view all their assets online. The agency is able to interact with the prepress department in a way that was not possible a year ago. Our partners can view their assets anywhere in the world using the Internet.

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Operating in Central Florida since 1987, WAVE Corporation is an engineering services company that specializes in system design, information management and system support. WAVE manufactures several publishing products including: MediaBank (Digital Asset Management System), B.Media (Content Management System), Content Suite (Variable Data Publishing), QProof (remote proofing solution), and the Intersep OPI workflow suite.