

“Our Digital Media Repository (DMR) contains more than 25,000 digital assets for immediate access by our internal customers on both PC and Macintosh platforms anywhere in the world.”

— Sue Swanson, 3M

Company Profile

Leading global manufacturer 3M produces and sells thousands of products. Their internal marketing group is responsible for managing the photos, artwork, copy, and other digital assets used by over 1300 globally located employees in promoting these products. As the number of products and digital assets describing them grows so does the need for sophisticated storage, search, retrieval and management features. Every asset easily found represents a significant cost savings when compared to lengthy searches to locate original assets and recreate lost assets.

Business Challenge

After reaching the limits of their internally developed asset management solution, 3M looked to commercially available alternatives. They needed a stable and feature-rich system that would allow 3M to more efficiently manage, use, and share their digital assets across the enterprise. The technical staff added that it must be non-proprietary, open, customizable and based on industry standards. Furthermore, 3M wanted a technology partner who understands the complexities and integration issues surrounding a diverse, multi-platform, global digital asset management deployment.

The Solution

After an intensive search, 3M selected WAVE Corporation's MediaBank application as its asset management solution. MediaBank offered 3M users efficient tools for handling a wide range of media types, including images, video, audio, text, and font files. Its unique and powerful feature set includes functionality for searching, browsing, archiving, purging, reviewing, revising, OPI and tracking digital assets. MediaBank also provides file auditing capabilities and workflow enhancement processes. All of the 3M assets managed in MediaBank can be used and reused for projects in any print or Web production environment.

Results

"MediaBank provides our employees with a much broader use of files from one central server," said Sue Swanson, 3M's corporate marketing customer team leader. "Our Digital Media repository (DMr) contains more than 250,000 digital assets for immediate access by our internal customers from both PC and Macintosh platforms anywhere in the world. Additionally, the check-in/check-out feature allows us to track who is using our digital inventory and how often, providing us with a level of security critical in managing this amount of data."

According to 3M management, MediaBank has helped the company realize a high return on its digital asset management investment. Using the previous analog storage system, as many as five people over the course of 6-11 days were needed to search, retrieve, duplicate, scan and deliver a requested element at a cost of \$600-\$1,000 each. Using MediaBank, one person has the ability to quickly search and download the desired element at virtually no cost because there's no need for manual intervention.

"With MediaBank in place, the DMr's instability issues have virtually disappeared," said David Novy, 3M's technical team leader. "And with WAVE as a partner, we have the support and confidence to push the DMr's performance envelope further by adding greater capabilities without compromising stability. Their competence, expertise, and responsiveness to challenges sets WAVE apart. ♦"

"...with WAVE as a partner, we have the support and confidence to push the DMr's performance envelope further by adding greater capabilities without compromising stability."

— David Novy, 3M

