

“Asset management is not a tool. It is a way of life... it will change your business. We have big plans for MediaBank. It is a critical part of our business model and it is paying its way.”

— Linda McElhone, Finlay Printing

## Company Profile

Finlay Printing was founded by the Finlay Brothers in Hartford CT in 1876. Today the firm is run by brothers Todd and Kevin Kalagher. In its 130th year of doing business, Finlay has 105 employees and delivers revenues in the \$25 to \$30 million range. Living up to its tagline, “Delivering Success”, Finlay focuses its efforts on making its customers’ projects more profitable with complete turnkey project management from concept through delivery. Its web-based ordering and fulfillment systems give customer salespeople controlled access to create and deliver customized collateral to enhance their sales efforts. Finlay targets highly branded companies in five vertical markets: education, corporate, retail point of sale, financial services, and design.

## Business Opportunity

Finlay is an aggressive early adopter of technology, and its implementation of asset management is no exception. In 1994, Finlay was moving to a server environment and wanted the ability to focus its prepress department on a workflow that was comprised of more than just folders in a standard network filing system. According to Todd Kalagher, President, “We wanted to be able to easily catalog assets into a database, collect data about those assets as they were worked on, check them in and out of a library structure, and





operate with a very clean folder structure that made it clear which assets were being utilized by which projects, collecting everything needed for production in one streamlined job jacket.”

Finlay selected MediaBank and has been using it as the core of its MediaSpace asset management program for more than ten years.

Finlay has between 75 million and 95 million assets under management, and asset management is a critical part of its business model, customer service model and revenue stream.

## Results

“We use MediaBank every day in our production process,” says Linda McElhone, Digital Asset Manager for Finlay. “We have eliminated FTP and now everything gets uploaded through MediaBank as a consistent point of entry into our system.” Finlay has also chosen to maintain all of the assets it has put in storage since Day One of the MediaBank implementation in a combination of online and offline storage using RAID arrays and DLT tape libraries. “Customers are impressed with the fact that we can quickly provide them with assets from five or six years ago when they need them,” she adds. “It is a significant market differentiator for us and customers have come to depend on the service.” Finlay is using MediaBank to manage over four terabytes of storage, an amount that continues to grow.

Finlay offers several levels of digital asset management services to its customers, managed as a profitable standalone business with its own P&L. Customers of the service may or may not be using other services Finlay provides. McElhone says, “We manage and hold customer data on an ongoing basis whether we leave it live for instant access or migrate it offline. With some customers, we have deployed a distributed workflow. For example, their photo studio uploads photos, we do color correction and put the

images at a different stage in the workflow where marketing or their agency may have access to it for further processing. At the top level, customers send us data and we act as the cybrarian, managing everything—

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adding metadata and tags, figuring out which users and groups should have access, keeping track of licenses—there are a myriad of ways to leverage this technology.” For some more sophisticated customers, Finlay offers them access to live production files so they can view the retouching work that was done or perform other sophisticated tasks.

Finlay also uses MediaBank internally as the backbone of its Finlay Information Center to support its sales force. Kalagher remarks, “We upload PDFs, interesting articles, status information and all sorts of things available to our sales force. They can even download items for customers right at the customer site. It makes you fleet of foot when you eat your own cooking.”

## Where do we go from here?

“We see huge potential for our MediaBank-based services,” says Kalagher. “In Corporate America, Marketing is consistently battling with IT over security, bandwidth and other issues. We can host these services for them so that IT doesn’t need to worry about whether someone is going to penetrate their network or whether moving huge files around will cause network performance issues.”

Finlay has also been very creative in the way it deploys these services. When customers sign on for the services, they receive a personalized kit that includes all the information they need to get started, including user name and password. “This level of service from the get-go provides our customers with the assurance that we know what we are doing and that their assets are safe with us,” says McElhone.

Kalagher adds, "My philosophy is, if you don't step out of the pack you are stuck in the middle of the pack, and that is certainly not where Finlay wants to be. Linda has built a data city for our customers and we invest significant resources in ensuring their integrity. I can't imagine running the business without it. If people are still using CDs to move data around, I feel sorry for them."

### **Working with WAVE**

Finlay has been very impressed with the level of support provided by WAVE. McElhone says, "There is no challenge we have thrown at them that they haven't solved immediately or come up with a better way. They not only support this product, but they own it as well, and we are very happy with the relationship. ♦



# WAVE