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— Laura Capasso-Fiorenzo, Reader's Digest

Company Profile

Reader's Digest, in addition to being one of the most widely read magazines and most recognizable brands in the world, is also a global leader in publishing and direct marketing. The flagship magazine is published in forty-eight editions and nineteen languages, and is sold in more than sixty countries across the globe.

In addition to the magazine, Reader's Digest products include books, recorded music collections, special interest magazines, direct response television, catalogs, direct display advertising, retail, and the internet.

The IT Global Publishing Technology Group, located at world headquarters for Reader's Digest in Pleasantville, New York, supports the Magazine, Book, and Promotions divisions in providing asset management and technical services.

Original content is produced in six countries, and made available to 1,500 creative and production desktops in the twenty-three countries in which Reader's Digest publishes. The organization is heavily reliant on the adaptation and reuse of digital assets, with all offices connected to the data center in Pleasantville via a private network.

Business Opportunity

The Reader's Digest team first did a comprehensive inventory of existing capabilities. The user community was composed of two groups: those local to Pleasantville who had used asset management systems in the past, and users dispersed globally who were not only working through an asset database for the first time, but were used to working in one of twenty-six other languages as well!

The IT Global Publishing Group used Pleasantville as a pilot program, establishing internal standards for workflow and archiving that would later be applied to the global system.

The Solution

Reader's Digest took advantage of the high degree of customization available in MediaBank to allow the application to mirror existing processes and optimize performance.

They created field labels that reflect industry standards, and partnered with their product divisions to create the MediaBank Job Jacket structure, subject matter categories, and keyword lists.

In addition, the design team arranged fields in the interface in order of importance, created predefined lists wherever possible, and ensured that user ID's mirror the NDS global company standard.

The Results

"WAVE Corporation offered us a scalable platform supporting various media types that allowed us to manage, track, and collaborate globally without totally re-engineering our workflow processes," said Laura Capasso-Fiorenza, Global Technology Manager for Reader's Digest.

"MediaBank was chosen because it maximizes the return on our information technology investment by dramatically increasing productivity, accelerating time-to-market for our publications, and reducing costs. Additionally, WAVE met every technology challenge presented with timely and sophisticated engineering responses. We are very pleased with the results of this partnership." ♦



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