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— Jørn Våraker, RenaissanceMedia

## Company Profile

RenaissanceMedia was founded in February 2001 by three partners who had been working together in the largest print house in Scandinavia. The company began by offering prepress services, but now is a full service operation, offering not only prepress, but graphic design and management of the outsourcing of print and finishing services. RenaissanceMedia has sixteen production workers and an annual turnover of kr 22 million (approximately US\$3.6 million) with a 20% profit margin. Sixty percent of the company's customers are publishers of books and magazines, and the other 40% consist of advertising agencies, state-owned firms, private sector clients and print houses. Among other publications, RenaissanceMedia does the production for the magazine with the largest circulation in Norway, Vi Villa (Our House), which is distributed six times annually to every home in Norway. Nearly 70% of the processed files the company distributes are delivered outside of Norway for production in locations such as China and other parts of Europe. RenaissanceMedia has over 500,000 digital assets under management.

## Business Opportunity

Jørn Våraker and his two partners were familiar with MediaBank from their print house tenure prior to founding the company and knew the value of a robust digital asset management solution in carrying out the type of work the partners envisioned for the business. Their primary requirement was to build a solid internal workflow around a database of digital assets. At the time, a secondary, but much less important, requirement was having a web component to the digital asset management solution, since the partners understood that that capability would become increasingly important over time. Their previous company had over 100 MediaBank users. Both because of their familiarity with the solution and the solid capabilities and availability of the web client, RenaissanceMedia positioned MediaBank as a central element of its new business.

The company has also instituted a formal training process for new users. With MediaBank's intuitive user interface, according to Våraker, users become proficient after working in tandem with an experienced user-as-mentor for three days. In addition to continuing to receive support from their assigned mentor, RenaissanceMedia has also developed a training manual that users can refer to for help. "Also," Våraker adds, "we work in an open concept office area, so it is very easy for users to quickly get help when they need it."

## Custom Capabilities

"As our business began to grow," says Våraker, "we found that the web component of MediaBank was more important than we expected, right from the beginning." Clients turn to RenaissanceMedia for high quality, high production value work and they like the fact that the company can effectively work in the Scandinavian languages during the production process,

yet is printer-neutral and able to transmit completed production files anywhere in the world for printing, finishing and distribution.

Early on in the process, RenaissanceMedia began to develop customized components for MediaBank in response to customer requirements. Våraker explains, "MediaBank is very open, and it's easy for us to write customized scripts and plug-ins. One example of such a development is a simple search interface that allows our customers to enter into the web client the ISBN designator for a book and the page number where a particular image appears, and they instantly have access to the right image in the right format for use in marketing and advertising the publication."

They also developed a customized piece of software that allows web users to email a link to an image or other asset to a recipient, who can then download the asset for further use. "In this way our clients don't need to copy these large files to their hard disk or try to handle large files that exceed their



mailbox limits.” Våraker points out that it is not unusual for users to distribute files for an entire book in this manner which can often exceed 20 gigabytes in size. “All they have to do,” he adds, “is type in the destination email address, add any comments, and MediaBank does the rest, including retrieving the file if it has been archived. We believe we are the only company in Europe who has this capability.”

RenessanseMedia clients also make extensive use of MediaBank’s LightBox feature. Clients can create a LightBox with 20 or more images and make it available to their advertising or marketing partners, who can then choose the four or five images they may wish to use in marketing a product.

The company has also added automation to the process of creating LightBoxes to make it easier for customers and production workers to use. For instance, if RenaissanceMedia is starting work on a magazine that will include 200-300 images, by using a text file and a custom script, MediaBank

can automatically retrieve all of the images from both online and nearline storage, placing them in a LightBox for immediate access. “You can start the script before you go home at night,” states Våraker, “and when you return in the morning, everything is ready to go.”

“Our customers are ecstatic.”

— Dale Persad, CMI

## Results

Another large project that RenaissanceMedia has become involved in because of MediaBank arose when the Norwegian government mandated that all school books must be updated for Grades 1-10 within two years. RenaissanceMedia is storing all of the textbook images in MediaBank, whether or not they are involved in the production of the books. Whoever is producing the books has easy access to materials via the Web. “Because of this and other projects,” adds Våraker, “we now have nearly 500 MediaBank web users worldwide.”

According to Våraker, everyone in Norway knows about RenaissanceMedia. He says, “They know to come to



us if they want the best quality product. The fact that we produce 70% of all of the art books in Norway, one of the most difficult and demanding types of projects, is evidence of that. MediaBank provides the backbone infrastructure and workflow to allow us to maintain that reputation." Våraker points out that the reliability and stability of MediaBank is an important element of that success. "When customers access MediaBank, whether it is using standard features or custom features we have developed, it is critical that it work as expected the first time and every time. If it doesn't, word gets around. MediaBank has helped us deliver against that expectation very successfully."

To make distribution of files easier, RenaissanceMedia has linked its MediaBank workflow with Kodak Prinerger. Våraker explains, "We send completed files to Prinerger from MediaBank, and Prinerger produces the PDF that then gets distributed. We plan to develop tighter integration between Prinerger and MediaBank

going forward, since these two solutions constitute the primary workflow of our business."

"We have been very successful, especially over the past three years," concludes Våraker. "We attribute a lot of that success to the capabilities we have implemented with MediaBank. I believe we are on the cutting edge of the industry with the innovative ways we are using MediaBank.

Our objective is to stay ahead of our customers, so when they come to us with new needs, we can immediately address them. So far, we have been able to do that well, and our customers love it. MediaBank helps us execute on the four key strategies that are critical to our success:

"We must be innovative, have the right price for each product, always deliver good quality and ensure we provide exceptional service." ♦

"Because things are so easy to find in MediaBank, and because of the custom developments we have added, customers continue to send us even more work. MediaBank is an important growth tool for us."

— Jørn Våraker, RenaissanceMedia

