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## Company Profile

Based in Tallmadge, Ohio, Summit Racing Equipment is a leading provider of high-performance automotive and truck equipment, marketed via catalogs and in retail stores. Publishing five different catalogs 24 times a year made the cost of asking suppliers to manage the thousands of necessary digital images prohibitive. Each time Summit needed to reuse an image, their prepress supplier charged \$20 to retrieve it from digital audio tape.

## Business Challenge

According to Nan Gelhard, Advertising Manager, the cost to produce just one 300-page catalog with about 10 images per page would cost the company more than \$60,000 – and that was for image retrieval alone. Nan began searching for an in-house solution that was backed by a company that could support and guide Summit not only through the transition process, but that would grow and partner with them as their needs changed. That's when they raced toward MediaBank.

“We needed a digital asset management system that was powerful and robust enough to store all of the company's images and make them available online,” said Gelhard. “I chose MediaBank because it maximizes the return on our



information technology investments by dramatically increasing productivity, reducing costs and accelerating time-to-market for every catalog.”

## The Solution

MediaBank provides users with all the tools they need to conveniently store, search, browse, archive, purge, review, revise, track and audit digital assets. In addition, it delivers complete cross-platform functionality between Windows and Macintosh environments and supports all standard web browsers.

This was especially critical for Summit because they decided to migrate from a Windows NT platform to a UNIX environment after deploying MediaBank. According to Gelhard, the transition was remarkably smooth and neither platform presented any access or retrieval problems.

## Results

For many companies, differentiating between current and outdated digital images is difficult. Before MediaBank, Summit’s graphic designers could potentially publish an outdated product image by mistake. With the guidance of WAVE’s professional services team and the implementation of MediaBank, revision control is automatic, guaranteeing that catalogs only contain the most current approved product images. This not only saves precious time when working under the tight deadlines associated with catalog production, but it also prevents the costly returns that can accompany the mistake of printing an outdated product image.

In addition to the significant cost savings achieved by managing their images in-house with MediaBank, Summit is no longer limited to using only one prepress supplier. The company is now free to bid graphics work to multiple service bureaus, allowing the Summit to meet multiple deadlines and stay within budget.

## Additional Benefits

“From the very beginning, the team at WAVE understood the nature of our deadline-driven business and worked diligently to help us meet our objectives,” said Gelhard. “They guided us every step of the way and offered up better solutions to perform critical tasks. And, they worked nights and weekends to make the transition as smooth as possible, without impacting production deadlines. We are extremely pleased not only with the product solution and how it is performing for our organization, but with the entire WAVE network of support and attention we have received.” ♦

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