

Digital Asset Management Plays a Powerful Role at Nebraska Public Power District

Nebraska Public Power District (NPPD) is Nebraska's largest electric generating utility, delivering power to about 600,000 Nebraskans using a mix of generating facilities to meet the needs of its customers. Nebraska is the nation's only not-for-profit public power state. Its in-house corporate communications department produces publications and handles marketing communications outreach, legislative work and media relations for the utility. Its graphic services department is responsible for producing magazines and newsletters, posters and other graphics applications.

Challenge

NPPD was using a hierarchical file structure to manage its many digital assets. It could be difficult and time-consuming for employees, especially those newer to the organization, to find the assets they needed in order to do their jobs. The organization was looking for a better way to manage these valuable assets.

Solution

NPPD rolled out MediaBank by WAVE in January of 2015. "I came to NPPD from Cabela's," said Scott Margheim, Corporate Reputation & Community Outreach Supervisor. "We had used MediaBank there for many years to manage our catalog publishing process. I put my trust in MediaBank based on that past experience and the company supported that recommendation."

Dramatic Efficiency Improvements

Today, about 30 NPPD employees are using MediaBank, including corporate communications, graphics, the economic development team and field photographers and trainers. Heavy users work directly through the application so that everything is tracked, while light users are more likely to simply upload their files to the database. The end result is a much more organized and effective system for our digital assets."

Improved Productivity and Brand Image Control

Margheim reports that although there was a bit of a learning curve for staff in switching from the hierarchical file system to MediaBank, users tell him that they would never go back to the old way. "It's so much easier," he said. "We can find assets by keywords, which we couldn't do before. And it expands the capabilities of our staff. For example, a writer who is not a graphic artist can use templates to pull together a preliminary version of a brochure. That alone has resulted in a dramatic improvement in efficiency for us."

Margheim also points out that MediaBank templates enable better control over brand image. "Even if it is just a quick brochure we need to get out the door," he said, "it is not a free-for-all of images and logos. We have been able to clean up our logo archive and use a standard logo that is consistent."

Good Support is Key

Having access to knowledgeable support staff at WAVE is important to the team at NPPD. "Anytime we have questions or issues, we call or email," Margheim said. "We always get a fast, courteous response. What sold our executives and IT department on MediaBank in the first place was their deep knowledge

of the product and their accessibility to help and to conduct training. We also operate a nuclear facility, so we have many strict security policies. We have learned a great deal from them.”

Looking Ahead

Margheim plans to continue to expand the organization’s use of MediaBank, saying, “A couple of things we have on the radar is to better understand MediaBank’s social media capabilities and to look at how we can leverage it to make web portals available to external resources for uploading files. There is a lot we can do in the future.”

Margheim concluded, “I am glad I always kept MediaBank in my back pocket from my days at Cabela’s. I always knew that if the opportunity arose, I would reach back out to WAVE, and they have definitely delivered!”