

# Solutions for Luxury Good Producers

Media Asset Management with Picturepark®



# A picture says more than a thousand words

## Keep control – with Picturepark®



**«Picturepark is the ideal tool for our global network. It is very easy to use. Upon it's launch we were able to cut costs as well as get our pictures out to our markets in a much faster way!»**

**Inga Aellen, Head of Communication, Hamilton Watches**

Producers of luxury goods live on their brands. Whether clocks, jewellery, perfumes, or other accessories – Brand for them carries important attributes like tradition consciousness, innovativeness, exclusive quality in manufacturing and design.

### Control of Communication

For producers of luxury goods, it is of vital importance that they consistently communicate the values of their brands to the customers. Any break in communication causes serious effects on brand reputation and corporate image. Therefore, absolute control of their brands is of vital importance.

### Digital Communication

Communication of brands is largely carried out by means of visual material such as pictures, illustrations, logos, PDF files. In today's world, this material exists in digital form, which in theory facilitates a rapid exchange and allows automated production proc-

esses. In practice, the organisation of digital material has become more complex and many companies are facing rapidly growing data jungles. Thus, more and more luxury good producers start to articulate their demand to have digital communication material efficiently controlled and exchanged.

### Expensive Traditional Solution

Most luxury good producers leave the administration of their communication material to their suppliers like lithographers or printers. This creates unnecessary dependences on the suppliers proprietary systems and resources. For example, to mail pictures of a new collection to resellers, the supplier must be requested to deliver the digital material. This leads to a valuable loss of time-to-market and results in additional costs for handling.

### No Overview with a Fileserver

Other luxury good producers store their digital communication material on a central server or on CD-ROM. Such solutions are characterized by a lack of overview, redundant data and expenditures for search and shipping of files. They drive up costs rapidly.

### Solution with Picturepark

An increasing number of luxury good producers decide to use Picturepark, the Media Asset Management solution of VIT: In Picturepark files are stored at a central place and in a clearly defined structure. They can be distributed efficiently, meeting the specific demands of different dialogue groups like the press, resellers or agencies. The system is intuitively operated using a standard web browser and thus can be used without long training schedules or heavy IT infrastructure.



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# It is a data jungle

## Get things sorted – with Picturepark®



Picturepark's availability on the Internet makes the visual communication material globally available by anyone all around the clock – something which becomes optimal for a reseller or company network. A strict access control, securely encoded connections and encoded transactions makes the solution as safe as e-banking.

### Dialogue group specific Access

Each file in Picturepark is supplemented with meta data like title, description and copyrights. A search function helps locating PDF documents, images and any other files in Picturepark. Pictures can be published as online publications: Small and dialogue group specific Websites addressing the specific needs of target groups like media representatives, resellers or Intranet users. PDF documents of product catalogues can be fully mapped to HTML pages which then are paged through with a standard web browser.

### Easy Distribution

Pictures are available in tailor-made form: Office-users can copy and paste their pictures automatically in a suitable low resolution to Word, Excel or other programs. Thus pictures do not need to be produced or adapt-

**«Picturepark was exactly the tool we were looking for to make our pictures globally and efficiently available: It is easy to use and comes without unessential technical ballast – a marvellous usable tool!»**

**Frédéric Boudier, Project Manager, Tissot**

ed again and again for every specific usage. Distribution of files in Picturepark is facilitated via e-mail, Web download, FTP or CD-ROM.

### Automated Print Production

With Picturepark, luxury good producers are secured with quality of their visual communication and also reduction in costs of search, administration and data distribution. In addition, production costs of catalogues can be reduced: With Picturepark the production of promotion catalogues and other standardized printed matters can be automated completely. The catalogues are generated by the push of a button and after approval they are delivered as a high-resolution PDF-Proof directly to the printer.

### Media Standards

A Media Asset Management system is the tool leading to a solution. Additionally, it requires organisational measures to ensure the quality of the data over a long-term basis. Hence, we define company-specific Media Standards which are then mandatory to use for all suppliers of visual communication material. Such Media Standards state resolution, formats, naming, colour profiles, copyright issues ect. of the visual communication material. All files need to comply with the Media Standard before they are accepted.

### Simple ASP Solution

Picturepark is offered as an Application Service Providing (ASP): The software is operated as an outsourced service by VIT which also stores all data securely. VIT is responsible for the hosting (Internet uplink, maintenance, backup) and keeps the application always up-to-date. The customer controls and manages the system completely by using a web browser. On demand, Picturepark can be integrated as a server solution into the customers IT infrastructure.



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# Media Asset Management with Picturepark® A Solution by VIT



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## Benefits of Picturepark for Luxury Good Producers

- Centralised and structured storage of media files
- Decentralised and secure access over Internet
- Simple search and retrieval of pictures, PDF and other files
- Target-specific distribution (resolutions, formats)
- Distribution processes by web download, e-mail, FTP, CD-ROM
- Control of all files through comprehensive rights management
- Automated production of printed matters
- Open and standardised technology of market leaders
- Flexibility for mapping customer's business processes
- Payback for most solutions within less than a year
- ASP solution: easily affordable and reliable in use
- Picturepark is the Swiss Made Media Base and market leader

Swiss enterprise Vision Information Transaction Ltd. (VIT) develops, implements and operates solutions for managing digital communication in the fields of Digital Asset Management and Web-to-print. Furthermore, VIT offers tailored managed services such as metadata tagging or standardisation of media files.



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