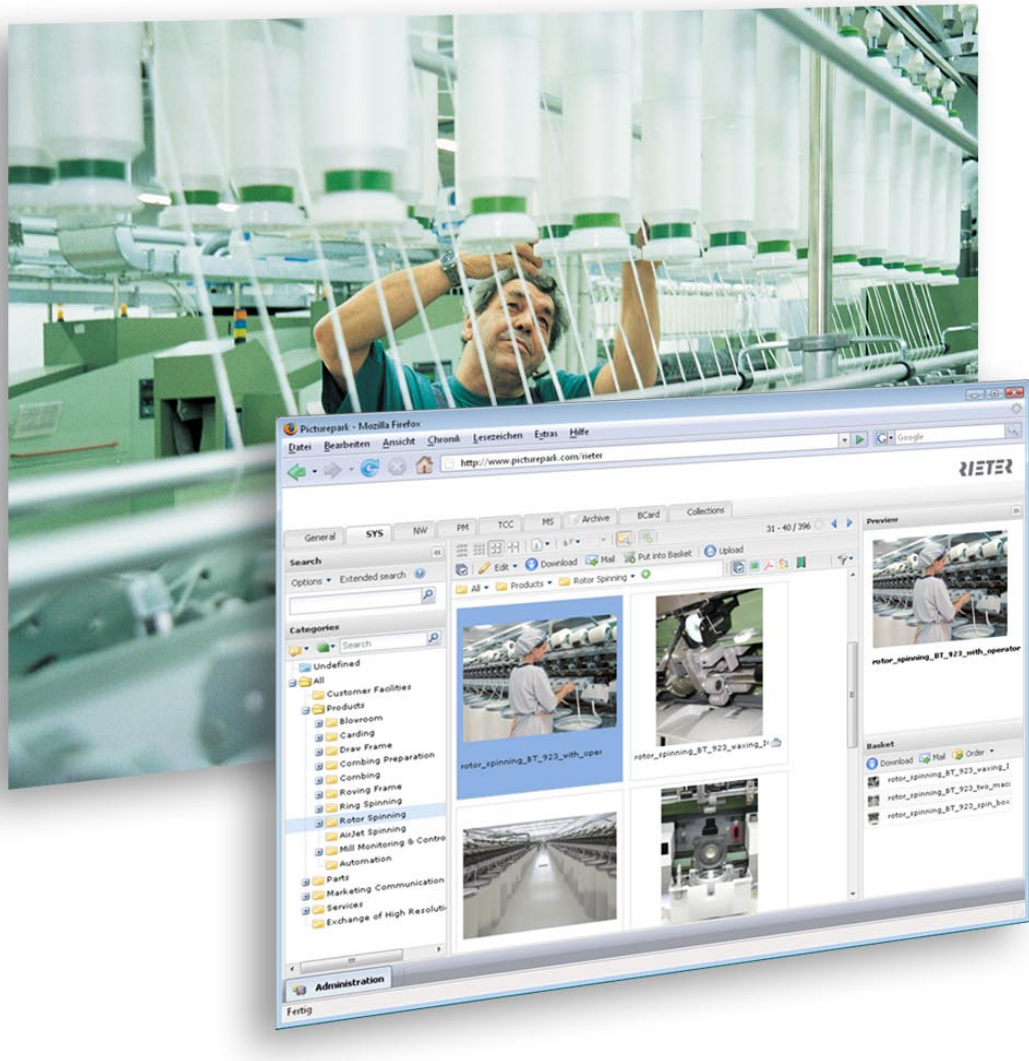


# Case Study Rieter

Media Asset Management using Picturepark®



# Structuring and distributing media assets

## Efficient processes – with Picturepark®



**«Thanks to the global availability of pictures and presentations, cooperation with communication departments worldwide has become easier.»**

**Edda Walraf, Head Marketing DT**

Rieter, the market leader with a long tradition founded in Winterthur in 1795, is a Swiss company with interests worldwide and is the premier supplier for the textile and automotive industry. In 2005 Rieter generated a turnover of 3 billion Swiss francs and has a personnel of around 14'600. The Rieter Textile division consists of five Business Groups at 46 locations across the globe.

### Initial position

In 2004 Rieter Textile was confronted with the situation that its media data was scattered across the entire firm on the local workstations of individual employees. Nobody had a comprehensive overview of pictures, brochures, presentations and videos. A search for an appropriate picture could be very time-consuming. There was a real danger that pictures were being used unchecked and potentially in low quality formats. Many redundant and out-of-date files were placing an unnecessary strain on the IT infrastructure.

### Media Asset Management

Rieter sought to overcome these challenges effectively with a dedicated Media Asset Management System. The desired media data should be available quickly and straightforwardly. Us-

ers should be able to retrieve the data locally and in a format appropriate to the intended use (for example optimised for PowerPoint). Existing material should be available for re-use rather than being produced anew.

### Comprehensive Evaluation

In spring 2005 Rieter began a comprehensive evaluation of different products, amongst which was Picturepark from VIT. Systems and providers were examined in detail on the basis of extensive requirement specifications. In September Rieter selected Picturepark. The crucial factor in this decision, as well as the convincing functionality and user-friendliness of the system, was the service provided on the part of VIT.

### ASP hosting at VIT

In the course of the final evaluation Rieter decided on an ASP (Application Service Providing). With an ASP both applications and media data are hosted by VIT. It enables Rieter access to its Picturepark via a web browser and offers control of the entire system.

### Rieter's goals

- Fast, decentralised access to media assets
- Minimisation of searching time
- Appropriate resolution and formatting of media assets
- No redundancy
- Search process assigned to the user of a particular asset
- Re-use of existing assets
- Efficient distribution of assets
- Simplification of cooperation between the different communications departments
- Minimisation of dependence on external agents



# Reduction of dependences and costs

## Gain control – with Picturepark®

The beginning of November 2005 saw the kick-off for Rieter's Picturepark. In work groups, closely accompanied by VIT, the steps of the project realisation, system parametering, and data assembly were defined. In mid-December Rieter was able to approve Picturepark for the first data imports.

### Media standardisation

Even in the early stages of the project, Rieter had already decided on a formulation of a basic media standard. This defines the technical specifications of the data (and additionally the filename, format, colour space, resolution) and the entry of metadata. From the beginning of the project, the Rieter-Media standard has helped to ensure the quality of the data entered into the system, and to conserve resources.

### Successful launch

Official launch of Rieter Picturepark took place in February 2006. Today more than 4'000 assets with around 80 Gigabytes (GB) storage is at the disposal of Rieter's employees. The pictures, documents, presentations and videos are filed in a sophisticated structure according to business groups. Every month around 20 GB of data are exchanged – thanks to media standard conforming compression – this is much less than originally anticipated.

### Integration in IT

Satisfied with Picturepark and VIT, Rieter decided to replace the existing picture gallery on the website with a so called Publishing. Privileged users are able to define directly in Picturepark which graphical material is published on the web. In order to simplify user management facing an increased use of

**«Thanks to Picturepark search time for a particular asset has decreased substantially and marketing staff is relieved from picture searches ordered by third parties.»**

**Nicole Balhuber, Project Manager Marketing**



Picturepark, a connection to the LDAP directory was realised a few months after the launch and Picturepark was thereby more closely integrated into Rieter's existing IT systems.

### Business card production

Since the end of Summer 2006 Rieter also produces its business cards in multiple languages using a Picturepark module. Users are guided step by step through the production process by an assistant, the generation of the print

master then takes place automatically. The PDF file, optimised for printing, is delivered directly to the printing office of the particular location.

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.

# *Media Asset Management using Picturepark®*

## [www.picturepark.com](http://www.picturepark.com)



### **Benefits of Picturepark**

- Structured storage of pictures, PDF files, presentations and movies
- Decentralised and secure access via the Internet
- Efficient finding of image data for re-use
- Use-optimised delivery, e.g. for PowerPoint
- Efficient distribution via web, email, FTP, CD-Rom
- Control through access rights management and approval processes
- Automised production of standardised print items
- Open technology based on Java with Webservices (XML/SOAP)
- Fast implementation and payback in under a year
- ASP solutions: easily affordable and reliable in use

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