

Case Study Siegfried

Sustainably supporting the Corporate Identity by using Picturepark® worldwide for Media Asset Management



Maintaining strong brands on a sustained basis

Retaining control – with Picturepark®



Siegfried is a globally active, independent Swiss company. As a supplier and service provider to the global chemical and pharmaceutical industry, Siegfried concentrates on the development and production of pharmaceutically active substances on the one hand. On the other hand, the company produces finished medicines.

Hundred years of experience

Siegfried was founded in 1873 and grew successfully as a family-run company over several generations. Siegfried employs about 900 staff throughout the world. Since 1973, Siegfried has been trading on the Swiss Stock Exchange and has annual turnover of around 320 million Swiss Francs (2005).

New Corporate Identity

In 2001, when Siegfried decided to appear on the market with a new corporate identity (CI), this had far-reaching consequences. A completely new pictorial language was developed, photo shoots of the production processes, company grounds and staff were carried out and a flood of new photographs and graphics had suddenly to be managed by the marketing department.

«Picturepark guarantees us a consistent and qualitatively high-grade pictorial language and, as a tool, thus supports our carefully maintained corporate identity.»

Peter A. Gehler, Chief Communication Officer

Control of the brand

With the introduction of the new CI, stricter requirements related to the look of the graphics and thus to the use of images became effective. As in the past, staff in the sales department were supposed to be able to put together customer-specific presentations and, as a consequence of this, had to have access to the images. However, high-resolution images for printing would destroy every PowerPoint presentation, so low-resolution copies had to be made from every original image. A second glut of images and thus the definitive loss of an overall view and control were threatening to become a reality.

Standardised applications

A pragmatic approach was taken to solve these problems. For example, Siegfried created models for PowerPoint presentations which, through the use of placeholders, restricted the use and the size of the images. It was thus possible to derive four general image sizes. Four additional low-resolution copies of the same image had to be produced per high-resolution original image.

Siegfried's goals

- Tight control over CI/CD
- Centralisation of Media Assets
- Structur providing an overview
- Management of presentations
- Import images into PowerPoint
- Avoiding redundancies
- Mailing to media representatives

Global access via internet

Access to the images was supposed to be possible from any location, which meant that the images had to be centrally managed using an interface linked to the internet, without losing access control at the same time. This meant that not only considerable storage space on a server, but also a type of software that supports management of the images were sought. Enquiries made in the company's own IT department received a negative response: An external solution had to be found.



Exchanging assets speedily and in targeted manner

Simply communicate – with Picturepark®



«Our digital assets are managed efficiently with Picturepark. Use is easy and fast.»

Jolanda Ablanap, Desktop Publishing Siegfried

Picturepark, operated as Application Service Providing (ASP) by VIT, was to release Siegfried from maintenance of its technical infrastructure. A range of useful functions could make the management and exchanging of images, and also PDF and other media files, considerably easier. Furthermore, the sending of images to media representatives was directly carried out using Picturepark, which saved time and resources. These benefits caused Siegfried to decide in favour of Picturepark in October 2001.

First batch import by VIT

Barely one month later the customer-specific basic settings were taken and the initial 300 images were acquired by VIT as part of a first batch. Picturepark was ready to be used by Siegfried. During the course of two in-company training sessions, around one hundred members of staff at the head office in Zofingen familiarised themselves with the new Media Asset Management solution Picturepark and the general guidelines on how to use images.

Everyday work made easier

Today, Siegfried employees active on a global basis use Picturepark everyday as a matter of course. In addition to the around 3'000 images, Siegfried also manages an impressive number

of PDF files and prefabricated Powerpoint presentations. The staff members value their new-found freedom, which involves being able to look for suitable images themselves and being able to use them straight away in the correct format at the click of a mouse, in Powerpoint, Word or e-mails.

Assets sent directly to media

Journalists, a group of people with which Siegfried carries on an important dialogue, are also enthusiastic about the media service. At their request, the employee in charge puts together a package made up of selected images and PDF files in Picturepark. The media representative is automatically sent an e-mail with a link to the online package in which he or she will find an overview of the assets put together for him in the package in form of a list. He or she can now download the required images in the authorised solutions at the click of a mouse.

Short training period

With Picturepark the media representative gains individual and uncomplicated access to the image data relevant to him or her, while Siegfried retains control of the released images without spending a lot of time or money. New employees can also be trained to use Picturepark in an exceptionally efficient manner. The training lasts only half an

Managed Services

With Picturepark, VIT supplied Siegfried with not only a solution used throughout the company to manage its digital assets in the form of images and graphics but, as part of its managed services, also acquires all of the new images for Siegfried on a continual basis.

hour because, although Picturepark has a lot of functions, it is very easy to use and to administrate.

Sustained consulting

Thanks to its broad range of know-how in the areas of pre-press and internet service providing, VIT is involved in different internet-related solution developments and, in its capacity as an adviser, has a seat in the permanent working group. VIT thus supports the sustained success of Siegfried.



Media Asset Management using Picturepark®

www.picturepark.com



Key benefits of Picturepark

- Structured storage of pictures, PDF files, presentations, movies
- Decentralised and secure access via the Internet
- Efficient finding of media assets for re-use
- Use-optimised delivery, for example for PowerPoint
- Efficient distribution via web, email, FTP, CD-Rom
- Control through access rights management and approval workflows
- 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

More information including online demos on
www.picturepark.com

VIT VISION
INFORMATION
TRANSACTION

Vision Information Transaction Ltd.
Zollrain 12
CH-5000 Aarau
Switzerland
Tel. +41 62 836 40 40
info@vit.ch
www.vit.ch