



Open Text Optimizes Media Management at Timberland

Digital Asset Management System Saves Time, Improves Media Re-Use, and Reduces Risk

Industry

Premium Quality Footwear Manufacturer

Customer



Business Challenges

- Duplication of assets
- Risk of legal ramifications—improper use of royalty images
- Loss of time and productivity
- Global consistency

Business Solution

Media Management Software from the Open Text Digital Media Group

Business Benefits

- Creation of a safe, searchable repository for all types of physical assets
- Company wide collaboration for global projects
- Sharing/repurposing of assets, such as images, with other groups
- Protection from legal risks associated with usage rights
- Increased productivity

Timberland is a global leader in the design, engineering, and marketing of premium-quality footwear, apparel, and accessories for consumers who value the outdoors and their time in it. Timberland markets products under the Timberland®, Timberland PRO®, Mountain Athletics®, SmartWool®, Timberland Boot Company™, Howies®, and IPATH® brands. With headquarters in the United States, Timberland offices span North America, the United Kingdom, and Asia.

Timberland implements media management software from Open Text to manage their digital assets and all types of rich media including, brand and company logos, digital photos, promotional images, catalogs, photographs, video, ad layouts, concept designs, and more. The system enables Timberland to centralize their collection in a secure repository for global use. The company can set user privileges and release dates on content and control usage rights and restrictions based on the assignment of roles and asset groups.

The challenges of global consistency

According to Victoria Dimou, the Creative Director Art and Copy Group at Timberland, and an early adopter of Open Text's digital asset management system, one of Timberland's greatest challenges was global consistency. "Making sure that everyone was aware of what assets were available across the globe was an issue," she says. "Another was keeping track of those assets. For instance, images on CD or DVD had a tendency to get misplaced. Other issues were the duplication of assets, ensuring that usage was understood globally, and finding a storage place that was big enough to house all assets."

Before introducing Open Text media management, Timberland had no formal company process for storing their digital assets. "Images were put onto DVDs and on shared drives, which would then get archived to CD after about two years," says Dimou. "We would save all of our images according to year, so there was a bit of a file system, but it was manual and only internal."

Sharing knowledge across the enterprise

There were obvious shortcomings to this storage system—in particular usage rights. "The internal design team was aware of the usage rights, knowing what to use in an ad, a direct mail, or an in-store graphic. Externally this information was harder to track down. Before switching to Open





“Before implementing the media management software from Open Text we were at a risk of losing the entire original collection of physical media in a disaster. That was one of the reasons we looked for a software solution that could manage and maintain our assets in a safer place.”

~ Ravi Vyapuri,
IT Application Architect, Timberland

Text, there was no way to keep the usage rights and other information about an asset with the actual asset. Now everyone with access to the system can quickly and easily review the information,” says Dimou.

“There was also the possibility of design teams in different regions duplicating efforts. The gallery view provided a visual snapshot of the recent projects and photography available on Gear Box (the name they branded their digital media repository), thereby eliminating the risk,” she says.

“Some other beneficial features are the image conversion and contact sheet creation. Three custom one-step downloads allow the user to convert and export an image, eliminating the need for proprietary image software for each desktop. The contact sheet feature enables the user to create a custom contact sheet of their selected assets. This downloads as an Acrobat® PDF,” says Dimou.

Open Text system creates a central place for valuable images

When Timberland implemented digital asset management software from the former Artesia (today an Open Text media management software solution) in early 2006, it was with a goal to create a central place for everybody in the company, all over the world, to find images.

“During the implementation process, the Timberland team took a scoring grid and categorized their must-haves and nice-to-haves,” says Ravi Vyapuri, IT Application Architect at Timberland, who was directly involved in the implementation process. “We met as a core team (assembled from the relevant departments) and wrote down all of the features that were most important to everyone.”

Certainly usability was important,” says Dimou. “And because we are Mac-based, it was critical that the solution we selected worked on Mac and PC. Archiving images was important, but being able

to search those images via keyword was critical. Open Text has a robust search engine, indexing asset contents as well as the metadata input.”

Timberland looked at several vendors, but was most impressed with the Open Text digital asset management software. “It satisfied the key requirements not only of marketing, but of the broader enterprise—product development, licensing, apparel, corporate communications, and e-commerce,” says Dimou. “Open Text’s ability to handle different file types, such as INDD, AVI, WMV was a notable benefit. We also liked the ability to upload assets in bulk form from the product management repository.”

Today, Timberland has almost 400 users on Gear Box.

“We provided WebEx training sessions and sent out a customized training guide to all Gear Box users. We also offered training videos for those who couldn’t make the training sessions,” says Dimou. “We now send out a monthly Gear Box newsletter to keep them engaged. Once a system has been around a while, it’s vital everyone know about changes and upgrades. We also encourage the users to provide feedback on the system and how it is working for them.”

Digital asset management system generates measurable efficiencies

What do Timberland users like most about the Open Text system? Dimou says, “One-touch, one-click downloads. Quick keyword search. Contact Sheet. Simple navigation. Sets and Collections. All over the internet.”

Tracy Legge, Digital Asset Manager at Timberland, explains why users like the personal sets and public sets feature that the software offers. “They like to share images with other people in their groups. For instance, someone from marketing can go in and create a set of



images for other users to have easy access to. Accessing the images on the Internet is more convenient for users than logging onto the company network. Having those assets as thumbnails provides a visual snapshot of the contents."

Overall, Open Text's digital asset management solution has improved productivity and collaboration across the enterprise. "In the future, there are plans to implement the work flow function to further enhance this," says Dimou.

Legge adds, "The system saves time as well. The images are in Gear Box, and users can get them right away as opposed to FedExing a disk that could take two to three days internationally. Before, we might have burned 20 disks a day for distribution. Now the need to burn disks and shipping expenses has been eliminated, not to mention the time saved."

Lessons learned from the implementation process

Vyapuri says the implementation was a learning process. He adds, "I would advise other customers to keep in mind that every implementation requires a bit of a learning curve when it comes to issues popping up that aren't part of the plan. I think we did the right thing by not rolling out the system to everyone right away. And we will be able to better anticipate issues that might come up during the next implementation."

Dimou agrees, "Before hand, it is a good idea to attend lectures or knowledge sessions about digital asset management."

Legge adds, "The more information you have going into it, the better off you'll be."



Ravi concludes, "Now that the media management library is in place, it's really a huge museum of all of our products. We weren't able to store all of these physical assets in a room for people to look at, but now we have a place where people can see the evolution of our products over the years. And that creates a story of our past, and the promise of a future."

www.opentext.com

sales@opentext.com

800 499 6544