



AkzoNobel Uses Open Text for an Image Bank for All Photography

Open Text solution enables global supplier of decorative paints to create a central repository to store, access, and share photography assets across all marketing departments

Industry

Chemicals

Customer



Business Challenges

- Disparate “silos” of photography allocated around the organisation
- High cost of asset reproduction
- Increasing number of assets and users needing access to them

Business Solution

Open Text Media Management

Business Benefits

- Cost savings due to re-use of photography globally
- Reduces risk of infringing photography IP rights; improved IP rights control and overview
- Increases level of “best practice sharing” (number of markets/speed of implementation)
- Improves pace of implementation of shared brand direction
- Improves quality of marketing materials
- Saves employees time
- Enables fast responses to external customer requests

Based in Amsterdam, AkzoNobel is the largest global supplier of paints, coatings, and specialty chemicals. With 60,000 employees based in more than 80 countries AkzoNobel is committed to excellence on an international level. When AkzoNobel acquired ICI in January 2008, it became the largest supplier of decorative paints and is home to some of the best-known international and local brands in the business, including Dulux®, Glidden®, Sikkens®, Levis®, Flexa®, Sico®, Hammerite®, and Schönox®.

To manage the photography assets of the combined companies, AkzoNobel implemented media management software from Open Text. By centralizing their collection, AkzoNobel marketers and external agencies can save and share photography, eliminating the costs of reproducing photos and improving efficiencies. Marketing teams can easily find, access, share, reuse, and distribute their quality assets globally.

Business need

Following the acquisition of ICI, AkzoNobel had to merge all brands, territories, suppliers, facilities, and manufacturing plants. During this process, the company realized that the best strategy for sharing photography assets would be to combine them into a central repository so that all the assets could be uploaded, stored, managed, and shared. Each and every asset is of significant value to AkzoNobel. The generation of colour schemes is very expensive; much time is spent putting together colour collections. Venues and photographers are hired to produce these visions, and the rights are bought outright for strategic markets on a global basis. When multiplied by every market, the costs are significant. It is therefore important that the best of these teams and resources are maximised and the results shared with smaller regions and teams that do not have as many resources available. A central media management system is crucial for AkzoNobel to save money and be able to share quality assets among all marketing teams globally.

Centralizing content for global access

Prior to the AkzoNobel acquisition, ICI already used the Open Text media management solution for its image bank. As the ICI teams merged with AkzoNobel, it was clear that a new system was needed that would scale to handle twice the number of users and content.

AkzoNobel chose Open Text for many of the same reasons that ICI did: the company’s financial stability; the potential to work with a proven and trusted partner; and the product’s flexibility and scalability. These factors were critical success factors for what was a new marketing





“We have experienced significant cost savings since implementing Open Text’s Media Management solution. With the ability to centrally store and share all our photography globally rather than re-creating these assets because people didn’t have access to them, we save £500 each time a photograph is re-used.

Liam Bulson, Global Consumer eMarketing Leader,
Decorative Paints, AkzoNobel

team within AkzoNobel and the first project for that team. They had the huge task of combining the existing ICI images and the distributed pockets of high-quality photography that existed within AkzoNobel.

There were two big drivers to the project: improving the quality of photography available to all marketing teams to add to their colour collateral and cost savings. Also, AkzoNobel knew how some other Open Text customers were using the media management solution as an underlying repository and then built a user portal on the front end to make access really intuitive to facilitate user adoption. This was also key because if it was not easy to use, the various departments would not store their assets in the system to be shared with others.

Adding one department at a time

AkzoNobel organised the project in phases. For each area of the business there needed to be a marketing team in place and the work processes defined before the project could begin. The first big win was in consumer paints since that team was already established. That would then enable other departments and content to be added. Each phase also involved allocating “super users” who can administer the local content and promote its use. The phased approach allows for the incremental addition of users and content. The Open Text solution provides a platform on which AkzoNobel can grow the repository.

The results

Today, the company boasts a Web-based photography collection that is available to all AkzoNobel Decorative marketers and trusted external agencies to share high-quality photography at no cost. It also contains major AkzoNobel brand logos from around the world. There are currently five colour collections that amount to around 16,000 assets uploaded and 1,800 users accessing those images.

Administrators measure the success of the system based on the number of high-resolution downloads that are made per month, which currently sits at around the 2,500—and that is without all the potential marketing teams and assets on board. With these figures, AkzoNobel can do a simple cost-saving calculation since one high-resolution photograph costs approximately £500 to produce. The cost saving is also extended into the regions since a central repository with localized content will result in the current regional solutions being shut down, which is a cost saving to each region. These savings translate into money that can be invested into other marketing activities.

Future plans

With the infrastructure in place, AkzoNobel intends to grow the size of the repository and the user base. This will be achieved by adding more departments and brands across the various geographic regions. But it’s not just photographs that will ultimately be stored in the solution: local marketing teams would like to see their pack shots and logos alongside the photography, creating a true one-stop shop for all marketing assets to not only facilitate internal collaboration but also for sharing appropriate brand material with trusted external partners. Other functionality within the current solution will be used for creating a help section and news ticker to get future users up and running quickly and keep them up to date on what the latest additions are.

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