HP Centralizes Digital Assets with OpenText™ MediaBin

HP ensures brand consistency by simplifying digital asset management for all users

In today's multimedia world, large organizations can accumulate so many digital assets that they are difficult to manage and distribute. With 200,000 assets in 20 different repositories, HP's answer was to develop a central asset hub powered by OpenText MediaBin, an enterprise digital asset management system.

Challenge

Fragmented silos

Today's digital world is fueled by rich media and the knock-on effect is that large organizations amass thousands of digital assets, including product images, videos and demos, logos, presentations, and iconography. The sheer volume means that conventional ways of managing these assets are no longer viable. Allowing globally distributed teams to handle their own content can create information silos that result in duplicated effort, wasted time and higher costs.

"Holding assets in different repositories and sharing them in different ways is inefficient because it causes a lot of repetition with people working on the same materials," says HP content management expert Daniel Domingo. "It takes a long time to locate assets, and sometimes, you just can't find them. Branding is another good reason to centralize the management of digital assets because you can ensure that standards are being followed."

When it had as many as 300,000 employees across all regions and most countries in the world, and multiple business units with different product lines, HP was a classic example of this situation. "We had ended up with more than 20 asset repositories, so we had a very fragmented set of assets," says Horst Bothe, HP director marketing content management. "In such a large organization, having just one voice is a key principle of marketing. We heard loud and clear from marketers that they wanted all of their assets in one place, with real-time access. We wanted one platform as a single source of truth – which is simple to say but not so easy to do."

INDUSTRY

Computer - Hardware
Computer - Software

CUSTOMER

HP

CHALLENGES

- *Consolidate 200,000 assets from 20 different repositories*
- *Improve management and distribution of digital assets*
- *Make it easier for casual users to find marketing assets faster*

SOLUTIONS

- *OpenText™ MediaBin*

BENEFITS

- *Reduced asset management costs by up to 50 percent*
- *Cut asset management and search times by up to 25 percent to increase productivity and speed up time-to-market*
- *Increased brand consistency and compliance*

> **"OpenText MediaBin has cut asset management costs by up to 50 percent, which translates into millions of dollars saved."**
>
> HORST BOTHE, DIRECTOR MARKETING CONTENT MANAGEMENT, HP

Solution

Central repository

The answer was to create the HP Asset Hub, a digital asset management system that provides a secure, single location for more than 200,000 HP-approved, brand-compliant assets that are easy to find and retrieve thanks to simple navigation, powerful search features, and collect and share functionality.

"We were able to put all of our digital assets in one place, which has improved findability and has delivered a better experience for our users," says Bothe.

The scope and scale of the HP Asset Hub interface required an enterprise-scale platform on which to run, and HP found the right solution in MediaBin. This comprehensive rich media management solution enables organizations to index, analyze, categorize, manage, retrieve, process and distribute all types of rich media assets.

> **"OpenText MediaBin solves the problems of having fragmented digital content. It improves the re-use of assets and strengthens the brand because you have more cohesive materials. It also saves time and money."**
>
> DANIEL DOMINGO, CONTENT MANAGEMENT EXPERT, HP

With MediaBin, organizations with globally distributed teams can deliver a more engaging and consistent customer experience by publishing thousands of customer-facing digital assets to promote their messaging, products and brands.

"While HP Asset Hub is the front-end portal, MediaBin is the main back-end tool that stores the assets and deploys them downstream to syndication platforms, such as video, content distributors or publishers like hp.com," says Domingo. "HP Asset Hub is able to index other repositories on top of MediaBin to integrate and present them transparently to the user. We have migrated assets from many dispersed repositories into MediaBin over the last couple of years to improve efficiency and significantly reduce cost."

HP uses metadata to tag the assets with a metadata model for different types and business areas to which the assets belong. Search features enable people to find the assets they want, and users also have the ability to organize their assets in folders or collections and share them with other users.

"The system is web based in the cloud, so people in different locations all over the world can collaborate," said Domingo. "Another powerful MediaBin feature we use is the ability to automatically distribute assets to other systems or other publishers. For example, videos that are published on the HP website are sent out through an automated flow."

Benefits

Greater control, lower costs, and higher productivity

HP Asset Hub attracts 25,000 visits a month, including HP employees, partners and agencies. Approximately 40,000 marketing assets are downloaded each month.

MediaBin surveys reveal that organizations using the system have reduced the cost of managing and distributing their digital assets, with 15 percent of users saving as much as 50 percent. MediaBin also improves time-to-market, with 44 percent of respondents reporting a 25 percent reduction in the time taken to organize, find, and manage assets.

Seventy percent of the surveyed companies said they would recommend MediaBin because of its ability to transform assets into different formats; 67 percent were impressed by its ability to store large volumes of assets, and 59 percent because it provides secure, permission-based access to assets.

Overall, MediaBin users said the business benefits were greater control, reduced IT costs, improved user productivity, increased compliance, more engaging customer experiences, and faster time-to-market.

"A couple of great things about OpenText MediaBin are its ability to handle multiple types of files, such as videos, static images, and documents, along with its ability to connect to other data sources, particularly syndication for video streaming," said Bothe.

"One of the major benefits from HP Asset Hub has been efficiency, and by retiring lots of fragmented small repositories to centralize on one platform, we have saved millions of dollars a year. We've also saved a ton of time. Marketers can now find assets in one place really quickly, which has saved thousands of man hours. Going forward, we expect to drive results from this integration into the wider marketing ecosystem."

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