

CUSTOMER PROFILE



## EMC Documentum Digital Asset Manager transforms ad agency's ability to use, repurpose, and collaborate on digital assets

### Business overview

GSD&M Idea City, part of the Omnicom Group, is a full-service advertising agency based in Austin, Texas. For more than 37 years, the agency has been creating integrated multimedia campaigns for its clients—companies such as BMW, MasterCard, Southwest Airlines, the United States Air Force, LL Bean, and many others. In addition to its Austin headquarters, the company has an office in Chicago, Illinois.

### Challenges

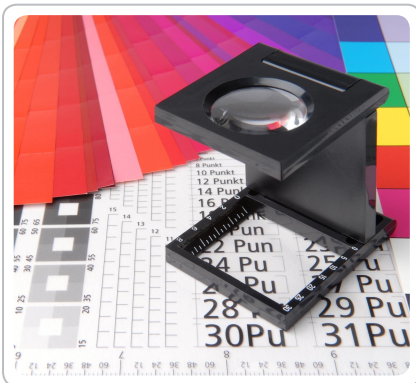
“From all our years of advertising campaigns, we have a ton of historic work to draw upon, but, until we implemented EMC Documentum Digital Asset Manager, it was often difficult to locate,” says Lisa McIntyre, Digital Asset Management librarian at GSD&M Idea City. “Even recent work could be difficult to find, especially if the employees who worked on the project were no longer with the company.”

### Recreating files easier—but costlier—than finding existing files

GSD&M Idea City's rich media files, both in-house creations and purchased files, were stored on multiple, departmental file shares. If agency personnel needed a file from another department, it could take hours or even days to track down the file, especially if they had limited information about the file or only a vague idea of the timeframe in which the work occurred.

Finding even recent work or files within one's own department could be problematic. Multiple copies and inconsistent file names often made it difficult to know which version was the correct one. “Unfortunately, recreating files was often faster than tracking down existing files,” says McIntyre. “But recreating work costs additional time and money. Instead of leveraging existing work, we have to incur the cost of creating it again.”

In addition, because agency employees used e-mail to collaborate on files with clients and other external parties, their e-mail inboxes essentially doubled as personal file storage. And because creative files can be quite large, users were soon pushing mailbox folder limits. “We knew we needed an enterprise content management system that would allow us to easily find and access all of our rich media assets, past and present, across the entire agency, and securely share them with our clients,” explains GSD&M Idea City Vice President and Director of Technology Solutions Coan Dillahunty.



## EMC solution

In addition to providing an easily searched central repository, GSD&M Idea City's requirements for such a system included the ability to handle a wide variety of rich media files and duplicate existing workflows as much as possible. The system also needed to work well with both Mac and PC platforms and the agency's existing creative software tools. Permission-based access that could be extended to external parties was also high on the agency's wish list.

After a comprehensive request for proposal (RFP) process, the agency chose to base its solution on EMC® Documentum® Digital Asset Manager. "We chose the EMC Documentum solution because of its strong multimedia capabilities, including extensive content transformation services and an easy-to-use web interface that provides the same level of functionality and seamless file sharing across Macs and PCs," says Dillahunty. For power users who wanted to work exactly as they had in the past, using Adobe Systems' InDesign software, the agency also purchased EMC Documentum Authoring Integration Services and the InDesign plug-in.

With help from technology partner Gimmel, GSD&M Idea City conducted a thorough needs assessment to determine workflows and what metadata to capture, then configured and implemented the system. Today all 500 employees in the company have access to the system and all approved digital assets are archived in it. The company is in the process of migrating all work in progress to the system as well.

An early user of versions 6 and 6.5 of the EMC Documentum Content Server, GSD&M Idea City took advantage of the Documentum 6 and Documentum 6.5 Rapid Success Programs. "With the Rapid Success Program, we had a direct communication channel to EMC support professionals," says Dillahunty. "Weekly calls and meetings helped us get the new releases into production faster than ever. Documentum 6.5 was especially easy to deploy."

### Fast, easy searching and access to information

"With Digital Asset Manager, we can find exactly what we need when we need it; we can spend less time searching and more time adding value," says McIntyre. Now GSD&M Idea City has one central location for all digital assets created or used on behalf of its clients. Employees no longer need to look in the right file share or have the specific file name or job number to find a file quickly. Because Digital Asset Manager stores contextual information as well as images, employees can now search on attributes, such as names of people who worked on a project or a range of dates, to find the correct file immediately. Digital Asset Manager can also track supplemental data related to each asset, such as intellectual property and usage rights information.

### Saving time for both creative and administrative staff

In addition to reducing time spent searching for files, Digital Asset Manager makes it fast and easy to transform content for viewing or for use in multiple channels. Using EMC Documentum Content Transformation Services, agency staff can transform single or multiple documents—automatically or on demand—from one format to another, or from one resolution to another. For instance, with just a few clicks, users can convert high-resolution print images to low-resolution web-ready JPEG files, or turn video into streaming formats.

"Especially with large files, you usually don't need high resolution until you are printing for final approval," explains McIntyre. "EMC Documentum Media Transformation Services lets us automatically render lower resolution files during the ingest process."

Workflows and Authoring Integration Services, which integrates Adobe InDesign and other authoring tools with the Documentum platform, also help streamline work for the agency's creative teams. The Documentum repository appears to them as a hard drive on their desktop so they can drag and drop files into it without having to open up a web browser. Other Digital Asset Manager features, such as thumbnail displays of search results and the ability to preview contents of multi-page documents with an intuitive storyboard navigation interface, also save time. "Being able to view thumbnails and easily see what an InDesign file will look like on a billboard or brochure saves our creative staff time every day," says McIntyre.

Although the creative side of the business benefits most, GSD&M Idea City's administrative side also saves time with Digital Asset Manager. For example, prior to using the Documentum system, internal studio audits required manually creating PDF files for numerous files and e-mailing those files to other people in the agency for review. "Now the Digital Asset Manager system creates the PDF files automatically and reviewers simply click on web links to see them," notes Dillahunty. "Also, in the past, our audio-visual studio team had to spend a lot of time converting QuickTime video files to WMV files for clients to review. Now the system automatically creates these renditions for us, freeing up staff for more complex work."

**“With Digital Asset Manager, we can find exactly what we need when we need it; we can spend less time searching and more time adding value.”**

**Lisa McIntyre, Digital Asset Management Librarian**

### **Large files much easier to manage**

Before implementing Digital Asset Manager, large files were often kept off the agency's file server because of reliability and speed issues. After deploying Documentum, however, a built-in local cache allows users to save only the incremental changes to the desktop and then send the final version to the repository at the appropriate time. The result: less burden on the company's network, a more positive experience for the user, and improved productivity since time is not spent unnecessarily waiting.

"Not having to download an entire file to look at it also makes it easier to deal with large digital assets," adds McIntyre. "We can view all the individual slides in a PowerPoint presentation, all the pages in a PDF document, or all the screens in a video, but only actually download the portion we want to work on. Being able to easily view large files in a lower resolution also helps."

### **Improved collaboration and more open environment**

Previously, agency staff stored files on CDs or DVDs and kept them in their department or cubicle in case they might need to reuse them. "Now that employees no longer feel the need to hoard files for quick access, we're seeing an increase in collaboration, both within and between departments," says McIntyre. "The move to Digital Asset Manager has fostered a much more open environment within the agency."

Because tasks such as transforming an Adobe Photoshop file into a JPEG or converting a large video file into a smaller file now take only a few mouse clicks, it is easier to include a wider audience in the review process. In addition, in the near future, Digital Asset Manager will facilitate collaboration with GSD&M Idea City clients and other third parties. Because the system is web-based, with access control at the document level, the agency can grant external parties direct access to specific files rather than having to send them as e-mail attachments—which makes version tracking much easier. Fewer e-mail attachments—and fewer duplicate files—also frees up storage space.

### Extending digital asset management functionality even further

GSD&M Idea City continues to extend the functionality of its EMC digital asset management system. The agency recently installed EMC Documentum Media Workspace, an extension to Digital Asset Manager that provides a highly configurable, next-generation interactive workspace for managing digital content. "We thought the Digital Asset Manager web client was good, but Media Workspace is even better," says McIntyre. "The user interface is so fluid and responsive; it's like a native environment for rich media."

In the near future, the agency plans to use Digital Asset Manager to keep track of the IP or usage rights associated with an image or file—for instance, agreements with a photographer to use a photo only in a particular geographic region or type of media, for a certain time period. Instead of cross-referencing the image file with an Excel database, as employees must do today, they will be able to see the usage rights information alongside the image since it will be linked directly to the image.

Future plans also include integrating the Digital Asset Manager system with Microsoft SharePoint, the environment used extensively by the administrative side of the business. "With SharePoint integration, we will have one view of all of our content," explains Dillahunt.

### Summary

Thanks to EMC Documentum Digital Asset Manager, GSD&M Idea City can now leverage its years of intellectual and monetary investment in rich media. The agency can easily find, access, preview, and manage all of its rich media, no matter how big the file size, in one central repository through one interface. In addition to improving efficiency in the creation and management of all forms of digital assets, the EMC Documentum solution improves collaboration both internally and externally.



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