

Feeding America, the nation's largest domestic hunger-relief charity, successfully deploys Equilibrium technology to enable its 5,000 plus users to directly access media resources on-demand eliminating the costs and environmental impact of producing & shipping photo and marketing CDs across the nation.



Industry:
Non-Profit

Employees:
50

Equilibrium Products:
MediaRich for SharePoint

mediarich
FOR SHAREPOINT

1.866.378.4542
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The Problem

Timely and accurate project execution of local outreach programs in thousands of communities across the US was a cumbersome task for Feeding America. Digital resources were packaged and re-packaged onto photo CDs along with marketing program elements in the national office and then mailed to the over 200 affiliate locations. Once received the local affiliate would then sort through food bank and hunger-relief images in the hopes of finding the perfect image for their local outreach and marketing efforts.

The Challenge

With a limited term on image and photo rights, Feeding America spent an enormous amount of time and energy before it could effectively repurpose its image library to its national network of member food banks. The Creative Services team at headquarters each spent upwards of 7-10 hours per week fielding inquiries for specific photos from network members. Furthermore the process to repackage images for use by the affiliates was a daunting task for the creative services team.

In addition, controlling cost was as great an imperative as re-defining a workflow that could meet the needs of each local member organization and its 5000 plus volunteers, interns and affiliated staff members.

Feeding America believed it needed to extend its SharePoint installation and provide 90% of its affiliated staff on-demand access to marketing assets, photos, graphics and pre-set branded templates.

Our Approach

EQ worked with Feeding America to address the technical and workflow issues that required immediate attention including:

- Improved access
- Approved images, graphics, and marketing elements on-demand
- Consistent and easy to use branding templates
- Automated image tracking and system removal based on rights and business rules
- Lower time and costs to market – staff efficiencies

“MediaRich has enabled our staff at both the national office and our member food banks to access digital resources in an unprecedented way. The product is delivering significant time savings, which is time that is now better used toward serving Americans who are struggling with hunger,” stated Steve McFarland, Director of Communications at Feeding America. “The MediaRich product allows us to do things with media that was simply not possible with the SharePoint installation as it was.”

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Using Microsoft Office SharePoint Server (MOSS) along with Equilibrium’s MediaRich for SharePoint produces an enterprise-wide search, document management and workgroup collaboration environment that provides the user with a complete asset content management solution. MediaRich easily and efficiently plugs into MOSS and facilitates the ingestion of assets and the application of metadata creating a Digital Asset Management system (DAM).

The Solution

The ability to handle images and create localized out-reach campaigns on the fly at each of the 206 locations was a simple and easy process requiring very little effort from individuals. With the implementation of the combined MediaRich and SharePoint solution each user of the web-based system gained the ability to generate final, approved marketing materials without engaging the national office, waiting for CDs to arrive, and/or manually searching for the right image.

The ability for members to search, manipulate and download thousands of images and media files simplified the day-to-day operations across the entire organization saving both time and money.

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The combined solution of MOSS with MediaRich increases business productivity and reduces costs by enabling users to easily manage, modify and deploy the content in a secure, self-service environment. MediaRich automates the production and deployment of content giving employees the ability to use, and create images and graphics; modify assets; and share visual content within the familiar Microsoft interface.

MediaRich optimizes the delivery of digital assets by providing media previews, image and video formats. It ingests assets and writes metadata extending search capabilities to recognize the metadata and return thumbnail previews regardless of the original file format. Specifically, for Feeding America the MediaRich capability to purge image libraries of out-of-date termed media automatically was key. Using a standard web browser in SharePoint, users can preview assets with high-speed zoom & pan along with related metadata; edit single images or batches; use image processing operations to swiftly crop, sharpen, blur and deliver reliable, accurate, customized content for Web, print, wireless and other distribution channels while maintaining revision control and brand consistency in a familiar environment.

Automation is key to lowering costs and improving workflows within small work groups, multiple business units and across operations. MediaRich for

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SharePoint enables and scales to meet any business’ digital asset requirements regardless of the number of users or the original file size.

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The Technology

The patented MediaRich URL-based methodology, Microsoft.NET Web service and COM application programming interface (API) enable seamless and straightforward integration with application servers, asset management systems, content management and delivery networks, databases and stand-alone applications.

With Microsoft Windows SharePoint Services, MediaRich for SharePoint extends standard picture libraries to provide thumbnail previews of Microsoft Office, PDF, CMYK images, vector (EPS, AI, PS, etc.) Photoshop files, and videos along with all related metadata. All thumbnails can take advantage of the zoom and pan capability automatically. Natively, over 300 image and video formats are supported today with new emerging formats being added as demand and technology allow.

Image editing and other production tools provide additional value to simplify users ability to execute projects easily within one familiar system.

MediaRich’s server-based software automates repetitive image production and enables multi-channel delivery of digital assets through rich-media templates. The dynamic imaging integration helps reduce the time and costs required to generate, modify and deploy digital images text graphics and branded assets.

Administrative controls are provided for batch management back to SharePoint, and the results returned to a shared directory, FTP site, email or exported as ZIP files as appropriate to the organizations requirements.

MediaRich for SharePoint brings automated image processing and delivery to portal services enabled by Microsoft Windows SharePoint Services, optimizing delivery of digital assets and media collaboration in the formats needed for Web, print and multimedia.

MediaRich for SharePoint is a highly effective management and deployment tool for digital media that features a scalable, high-volume media distribution and repurposing engine. It enables companies to control the costs involved, in terms of both time and money, to upload, ingest, enhance metadata, manage, visualize, find, modify, discover, export and deploy media assets in a secure self-service portal. With MediaRich for SharePoint, Microsoft SharePoint’s powerful capabilities are extended to include the automated visualization and dynamic processing of Office documents as well as image and video assets.

“Equilibrium made the execution of MediaRich for SharePoint as smooth as possible, providing all the information needed through the sales process, to all the support we needed to customize and implement the solution,” stated Matt Morse, Solutions Architect at PointBridge the consulting firm for Feeding America.

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The Results

The new MediaRich enabled Sharepoint system provides the national office and member food banks a powerful tool to increase the efficiency of its national and local marketing initiatives. The ability to use marketing assets on-demand has created a seamless workflow that facilitates quick and easy completion of projects to reach local community goals.

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Feeding America has realized an immediate ROI increase generated simply by cost avoidance; lower shipping and handling costs; and less manpower. In addition, the reduced environmental impact aligns with the values and mission of the organization.

““The values and mission of Feeding America makes us proud to be aligned with the organization and the fight against hunger,” said Sean Barger CEO of Equilibrium. “Equilibrium MediaRich noticeably changes and improves digital content management for all of our clients, as Feeding America has experienced.”

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation’s leading domestic hunger-relief charity, Feeding America’s network members supply food to more than 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 agencies that address hunger in all of its forms. To learn, please visit feedingamerica.org.

About Equilibrium

Founded in 1989, Equilibrium develops and markets automated imaging technologies that save time and money in digital media production. Equilibrium solutions are used by industry leaders in multi-channel retail, manufacturing, publishing, healthcare, financial and entertainment. MediaRich powers some of the largest B2B portals, web 2.0 infrastructures and websites in the world. MediaRich customers include Cisco, Disney, E! Entertainment, Netshops, Omnicom Media Group TMV, and Sony.

Equilibrium actively supports the non-profit community and provides economical and professional solutions and consultation.

For more information and free software trial: www.equilibrium.com or 1-866-EQUILIB.