Marketing resource management requires consistency, control and flexibility – made simple. *be the brand experience* powers its results with the right technology, people and originality.

London, England

www.be-thebrand.com

Industry:
Agency - Marketing

Client Type:
Hosted ASP Services

Equilibrium Products:
MediaRich Server

"*be the brand experience* is committed to empower our clients with straightforward, yet progressive, technology that performs seamlessly and we believe our solution powered by MediaRich does just that. With MediaRich we have aligned a solution that allows our clients to perform daily marketing, communications, and public relation functions creatively, efficiently and consistently within a single system."

Adam Hainsworth
CEO
be the brand experience

mediarich® SERVER

1.866.378.4542
www.equilibrium.com

The Problem

To provide sustainable and flexible solutions to its broad breadth of clients across financial, government, and industry, *be the brand experience* needed to develop a full service agency solution that could handle media-rich content and workflow demands in both complex and relatively simple environments for its clients. *be the brand experience's* primary goal was to integrate an application to manage image rendering and manipulation into their overall solution. They believed a programmatical interface rather than a user interface would result in an improved user experience and eliminate education and usability issues. The right solution would work under the hood seamlessly delivering the right results every time for any of *be the brand experience's* broad breadth of user types and myriad, unknown data formats.

The Challenge

be the brand experience realized that to continue to enable their clients to perform their daily marketing activities to manage brands; execute regionally; ensure compliance and more, be the brand experience required a technology that was agile and sustainable within all its product modules (i.e., Easy4Us; Asset Store, CommsBuilder, Campaign Management, Electronic press, etc.) to manage the image rendering and manipulation. The technology needed to be scalable and future-proof.

Furthermore, *be the brand experience's* ability to provide both custom and off-the-shelf solutions as appropriate to their clients cost effectively was a key factor to their business success.

Our Approach

Equilibrium worked with *be the brand experience* to address the issues that required consideration including:
- Image rendering and manipulation
- Schemas and templates including layering and image consolidation
- Seamless integration with *be the brand experience's* DAM
- Automated tracking and reporting mechanisms
- Asset utilization visibility
- Ability to replicate and customize solutions on demand
- Reduced costs

eQ equilibrium

Using Equilibrium's MediaRich Server enabled *be the brand experience* to easily adopt a scalable technology to meet its need for an off-the shelf solution to its client base as well as one they could tailor to meet specific custom requirements with out significant re-investment. For example, simply by adding CPU power they were able to add video capabilities and meet their customer's new requirements.

The Solution

With the power of MediaRich, *be the brand experience* can now offer its clients a comprehensive solution that provides powerful automation tools and enables production & distribution modules that add a variety of options for clients to create and publish content to any delivery outlet required.

With the ability to increase the level of control over the creation and management of assets, *be the brand experience's* clients have more flexibility to be creative without the hassles that are inherent in complex marketing environments. More importantly clients who work under governance requirements and regulations have replaced their archaic paper based processes with fluid digital workflows that meet and exceed their compliance needs while allowing them to still be creative globally and regionally.

Using *be the brand experience's* modules, clients can manage the complete process of creating, reviewing marketing literature, viewing manager workloads, access review cycle logs, execute review & approval cycles, provide controlled partner access, create high volume custom or templated campaigns, and more with little customization required.

Overall streamlining operational processes reduced costs immediately for *be the brand experience's* clients, but the most significant impact to their client's business was the ability and time-savings to deliver brand-compliant outputs to meet any distribution channel requirements without hesitation on the fly.

Furthermore, with increased control over their brand, review/approval cycles and compliance processes, users were able to continuously execute results while transparently MediaRich powered the workflow. Facilitating behind the scenes, MediaRich enables assets to be uploaded by users via a standard web browser or gives the option to bulk upload automatically generating thumbnails regardless of the original file format. Viewers have the ability to preview assets, use high-speed zoom & pan functionality as well as create images and graphics, modify assets; and share visual content easily. Image processing operations can be utilized to crop, sharpen, blur assets on the fly providing users the ability to deliver on demand reliable, accurate, customized content for web, print, and other distribution channels while maintaining revision control and brand consistency all within one system.

Templates allow interchangeable components that further add efficiencies

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while still providing flexibility and the agility to localize collateral, web, and other materials on the fly. Inherent in the system is the ability to ingest and manage appropriate metadata extending use and search capabilities.

be the brand experience's solution with MediaRich increases business productivity and reduces costs by enabling users to easily manage, modify and deploy content in a secure, self-service environment ensuring centralized brand control, facilitating version controls and regulatory compliance.

The Technology

The patented MediaRich URL-based methodology, Microsoft.NET Web service, Java server technology, 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.

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

Equilibrium's MediaRich technology enables the on-demand zoom and pan on any original asset MediaRich can handle, including documents, images, CMYK files, video frames (SD and HD), etc. The tedious investment in pre-processing tools to create tiled or proprietary formats is eliminated. This patented single-source on demand solution delivers personalized viewing experiences. Almost every available file format is supported and with the multi-page sonic flash zoom the client-side resizable viewing capability allows smart recognition of screen size for any browser that has Flash installed. The easy to integrate server solution for in-page and multi-page pan & zoom allows any video frame on-demand from a web or other selected interface to be resized and scaled appropriately.

MediaRich's system for transforming and delivering media to any distribution channel on demand -- web server cache, website, wireless, IPTV, and other devices – also provides bandwidth dependant optimization further eliminating the need for other third party plug-ins along the workflow. Equilibrium's end-to-end automation system allows high quality imaging requests that can be prepared, delivered and automatically tracked so designers and architects don't have to.

Equilibrium's MediaRich's server-based software automates repetitive image and video 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.

The Results

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and we believe our solution powered by MediaRich does just that," stated Adam Hainsworth CEO, "With MediaRich we have aligned a solution that allows our clients to perform daily marketing, communications, and public relation functions creatively, efficiently and consistently within a single system."

A powerful array of tools on demand provides flexibility to adapt quickly across a business. Media Rich's innovative image processing functionality, along with templates streamline production and upload tasks simplifying the ability to create rich visual content and ensure brand compliance across the business. In addition, repurposing of assets occurs more quickly and does not engage a vast amount of resources. Furthermore mundane tasks to produce a final product can be simplified and done once not again and again. Most importantly, brand compliance across the business and partners is maintained and where standards and regulations need to be adhered they are done so with clear accountability.

About *be*

be the brand experience is a leading provider of Marketing Resource Management technology (MRM). *be the brand experience* enables clients to achieve more by developing effective, affordable custom-built technology solutions that empower users to better manage marketing workflows, brand assets and suppliers, resulting in lower costs, lower lead times and greater brand consistency and compliance. *be the brand experience's* clients include Citrix, Friends Provident, Prudential, Scottish Life and VMware. For more information, please contact info@be-thebrand.com.

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.

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

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