

The image shows the ANZ Stadium at night. The stadium's iconic white, lattice-like roof structure is illuminated with a blue light. The 'ANZ Stadium' logo is prominently displayed on the facade, with 'ANZ' in white and 'Stadium' in blue. The stadium's exterior features a series of vertical, slatted panels. In the foreground, a large, illuminated sculpture of a soccer ball is visible.

ANZ Stadium



ASSETBANK
by Bright

Case Study

How Asset Bank helped ANZ Stadium free up time and effectively manage their growing library of digital assets.

Introduction



The ANZ Stadium in Sydney was purpose-built for the 2000 Olympics. At the time that the games were held, the stadium was the largest of its kind, with a capacity of 110,000 people.

Now, ANZ Stadium holds up to 83,500 spectators. People flock from around the country to watch sports and internationally renowned entertainment acts such as U2 and The Rolling Stones.

With events and concerts being held all year round, you can imagine the amount of imagery, photography and video that needs to be produced, promoted and stored.

ANZ  **STADIUM**

The Challenge

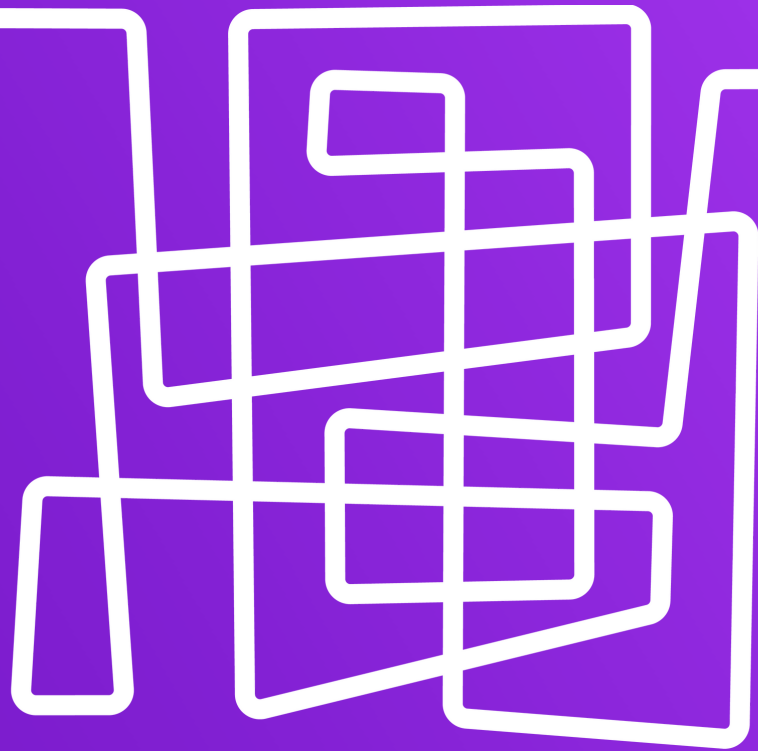


The sales and marketing team at ANZ Stadium found it was increasingly difficult to manage their growing library of images on their network drives.

And, they weren't just dealing with their own files. They were also collaborating with external organisations on campaigns throughout the year.

With each campaign, they needed to select a series of images to accompany it. By relying solely on the network drives, this task was becoming more and more time-consuming.

As a result...




- Images were being saved in the wrong locations
- There was little coherence around naming conventions which caused duplication
- Searching for images took up too much time
- It was easier to reuse old images
- Brand consistency was suffering and creativity was being stifled.

How an Asset Bank could help



- Be a centralised location for all of ANZ Stadium's images, videos and more
- Make assets accessible from anywhere via a web browser
- Make searching for assets easy and allow users to find exactly what they need, as quickly as possible
- Give them the ability to set up user groups and permissions across various departments
- Provide approval workflows to ensure relevant departments can authorise the use of images for particular campaigns

Implementing the Changes



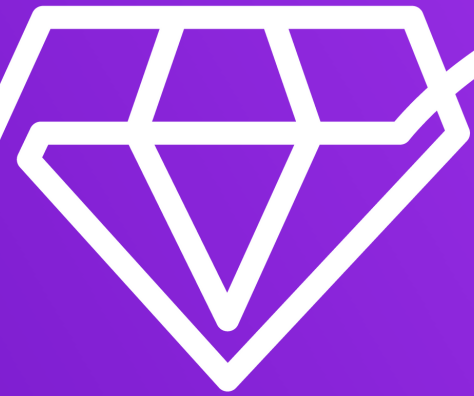
After evaluating the needs of ANZ Stadium, our team was confident that Asset Bank was the solution for them.

Not only would it save them time on a daily basis, but it would allow the sales and marketing teams to source new assets for themselves, leaving more space for creativity and new ideas.

So, when they were ready, we went ahead and remotely installed Asset Bank onto the ANZ Stadium servers.

We configured the system to meet the marketing and sales department's requirements before delivering admin training to the people who would be using Asset Bank on a regular basis.

The Results



The biggest result for ANZ Stadium is the time they've saved.

No longer are the sales and marketing teams spending hours trawling through assets on the big company network drive.

Instead, Asset Bank's intuitive search function means they can quickly source new images within just a few clicks.

Admins also have the ability to view which assets have been downloaded, restoring confidence across the business and eliminating brand risk.



Ongoing Asset Bank support



ANZ Stadium now has access to our quarterly product upgrades as part of the ongoing support agreement. These include enhancements to existing functionality along with brand new features. This ensures Asset Bank remains valuable to users for years to come.

Client feedback



"The introduction of Asset Bank at the Stadium eliminated the need for the marketing team to spend time searching for images and allowed the business to source required assets for themselves. Having everything in one location also reduced the duplication of files on the network freeing up valuable disk space on our servers. The ability to audit and track what images were being downloaded by the business ensured that any brand guidelines were being followed and that it was always the latest version of the asset."

Jonathan Moody, Business Analyst at ANZ Stadium

Contact

Our mission is to make your workday more inspiring and productive so to discuss the impact that Digital Asset Management could have on your organisation, contact us on +44 (0)1273 923153 or at info@assetbank.co.uk

If you're an existing Bright client and would like to discuss getting the most out of Asset Bank or any of our DAM products, please contact our team at support@assetbank.co.uk

For further information about how Bright can help to transform your digital assets strategy, visit us at assetbank.co.uk



"The flexibility of the interface is very impressive, allowing customising and branding of the system."

In addition, the customer service is stand-out, with questions and support tickets answered very quickly and expertly."

Head of Digital Platforms
Premier Boxing Champions