



ASSETBANK
by Bright

Case Study

How Asset Bank helped the Focolare Movement take their cause online and spread their message further than ever before

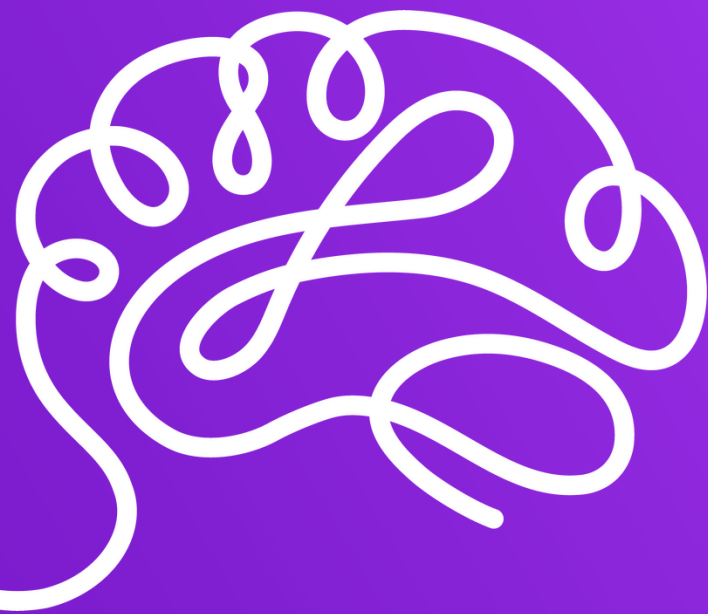
Introduction



The goal of the Focolare Movement is to bring together a more united world. Their dream is to live on a planet that is free from discrimination where people can feel confident belonging to a community that truly cares. They are active in 194 countries and the organisation and its associates comprise of people of all religions, cultures, ages and walks of life.

Chiara Lubich was the founder of Focalore Movement. Her aim was to bring unity between churches, religions, cultures and people. Now, Focalore aims to bring a new style of life to people in politics, the civil field and beyond.

The Challenge



Asset Bank was approached by CSC media, the in-house A/V department of Focolare, to provide a Media Asset Management system that would allow them to securely share their videos with their local and regional associations all over the world.

They previously shared their content via physical DVDs, but after consultation with our DAM specialists, they realised a digital asset library could save them a lot of time and space. To give you an idea of the scale of their assets, they have an archive of 10,000 Digital Betacam tapes that needed to go digital.

The Results

CSC's Asset Library was launched in March 2014 and they now have a fully digital library of assets. In other words, they waved goodbye to DVDs!

Asset Bank acts as a global library that regional centres can access instantly with secure logins. They can download any videos that they have permission to use and metadata is embedded into the H.264 video files, so any tapes that are uploaded, the data is automatically transferred with the file. This means that when users download and open these videos in iTunes or VLC, for example, all metadata and cataloguing is still in place. It really is the ultimate time-saver.

The screenshot shows the CSC Asset Bank interface. At the top, there is a search bar with the text 'Search Asset Bank...' and an 'Advanced Search' button. Below the search bar is a large banner with the title 'In focolare con Maria Voce (Emmaus) e Jesús Morán'. Underneath the banner is a 'Browse Categories' section with four thumbnails: 'Chiara Lubich' (67), 'Papa Francesco a Loppiano' (47), 'Others' (7), and 'Audio' (1132). At the bottom, there is a section titled 'THE CHURCH - THE HOLY SPIRIT' with a 'View all' link and a row of seven asset thumbnails, including audio files and video files related to Chiara Lubich's work on the Church and the Holy Spirit.

Client feedback



'The ability to set permission levels, harvest metadata from uploaded video files and link text and audio assets to a given video has given us a very functional workflow at an affordable price. We are conscious that we have only begun to discover the depth that this product offers and appreciate the helpful knowledge base materials available online. All this and more topped with superlative customer service convinces us that we have made the right choice with Asset Bank.'

Kim Rowley, Co-director



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 www.builtbybright.com



"Working with Stewart in the support team was great. He really helped get the best out of the consultancy package identifying areas for continual improvement and managing a lot of the more challenging technical aspects."

"We have been using Asset Bank for a number of years now and have just benefitted from the Healthcheck package, upgrade and refresh of the latest features. This process has only enhanced what is already a great product and resource for storing, archiving and sharing valuable assets across a large international organization."

"Aesthetically it looks great and really showcases photography while the functionality affords many options to configure Asset Bank to your bespoke needs in terms of structure and organizing assets."

International Planned Parenthood Federation

