ASSETBANK
by Bright

Case Study

How IPPF used Asset Bank's healthcheck service

Introduction

The International Planned Parenthood Federation is a global non-governmental organisation with the broad aims of promoting sexual and reproductive health, and advocating the right of individuals to make their own choices in family planning.

IPPF International Planned Parenthood Federation

The Challenge

Whilst taking advantage of the latest Asset Bank upgrade to a new contemporary interface, it became clear that IPPF would benefit from a broader review of the system. With so many new features on offer and a change in user needs we knew it was time to act. The Asset Bank team partnered with IPPF to review the system configuration and deliver a refreshed and streamlined system.

IPPF International Planned Parenthood Federation

Our Approach

IPPF signed up to an Asset Bank healthcheck, a consultancy package that guides administrators through a comprehensive evaluation of the way they are using Asset Bank that results in the system being re-configured to meet the needs of your users.

We held an initial scoping meeting with IPPF administrators to assess the current setup, look for key pain points, and understand what they wanted to achieve for their users. We identified several issues, including a complex Group structure that was difficult to manage, duplication within the category structure, and duplication of assets themselves across the system. Despite the best efforts of the IPPF admin team to keep metadata accurate and comprehensive, the difficult-to-use category structure resulted in a poor user experience.

Implementing the Changes

After the initial assessment, we worked through a series of actions to implement the changes that were needed. A key aspect was to convert the existing 'Categories and Access Levels' into 'Folders', making it easier for administrators to configure their Groups based on the folder location of the assets.

We worked together to carry out a thorough de-duplication process to remove old versions of assets with incorrect metadata, followed by implementing a new Folder structure to more easily browse these assets.

IPPF International Planned Parenthood Federation

Implementing the Changes

A range of Asset Bank features, such as advanced search and metadata imports and exports, were used to support the re-categorisation of thousands of assets that were previously difficult to find.

We also limited access to a subset of more sensitive content to a smaller number of users. Key content is now showcased on the homepage using a new saved search that highlights key images and news items are used to communicate additional information.

IPPF International Planned Parenthood Federation

The Results

- A full review and audit of Asset Bank
- Implemented a new and improved folder structure
- Removed all image duplicates
- Moved to a new modernised interface
- Reassessed access levels to protect sensitive content
- Improved engagement by moving latest images and news items to the homepage

IPPF International Planned Parenthood Federation

Client feedback

"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."

IPPF International Planned Parenthood Federation

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

Asset Bank has really helped other departments in our organisation because rather than them having to go to the marketing team to request a file, they can now package together some photos/documents to take with them that day. So it's bringing in business development. It's bringing in sales. And it's supporting our engineers too."
Jessica Banham, Group Marketing & Brand Manager