



ASSETBANK
by Bright

Case Study

How a £5 billion public services organisation uses Asset Bank to reduce brand risk and increase efficiency across 100,000 employees.

Introduction

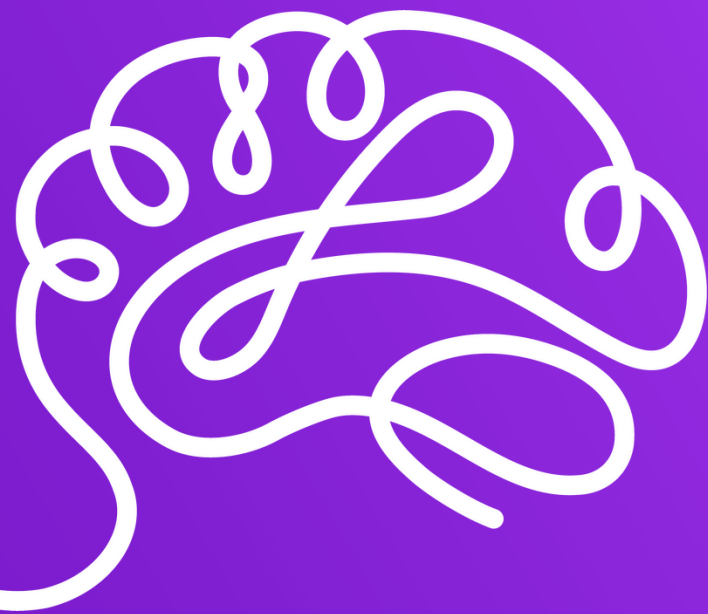


Serco specialises in the delivery of essential public services. From the 'Boris bikes' in London, all the way to the kilometre-long Ghan train in Australia, Serco run a vast number of operations. In fact, they are one of the largest outsourced service companies in the world with a turnover of over £5 billion. They operate traffic management systems covering over 17,500 kms and manage 192,000 miles of airspace.

Before finding a Digital Asset Management (DAM) solution in 2013, this was no easy task.



The Challenge



Serco employs over 100,000 people worldwide. For the communications team, managing the endless phone calls and email requests for assets from employees and external suppliers was time-consuming, costly and frustrating.

What's more, ensuring brand consistency across all corners of their organisation was near impossible.

Understanding Serco's needs



Serco needed a DAM solution that would:

- Drive efficiency in the organisation by encouraging employees and external suppliers to use available assets
- Improve the effectiveness of communications and develop best practices
- Significantly reduce the number of email and phone requests made to the communications team

How Asset Bank Helped



When Serco approached us, we were able to sit down with them and discuss their needs in-depth. They essentially needed a 'brand hub', a place to store and manage branded assets, guidelines and more. This way everybody in the organisation would be clear on what was expected when sending digital files into the outside world.

serco

Senior Stakeholder Buy-in



Due to the sheer size of their organisation, we agreed that our Enterprise plan would be the best solution. However, for companies of this size, stakeholder buy-in can be tricky.

DAM Consultation



That's where one of our Senior DAM consultants was able to help. We were quickly able to set up a free demo that was completely personalised and aligned with Serco's brand. From there, it was easy for senior management to understand why Asset Bank was such an effective and worthwhile investment.



The team had put together a demo site. It made the 'sell' a lot easier. My colleagues could actually see how all the things work, not in somebody else's look and feel, but in ours.

Ben Giles, Group Head of Digital Marketing and Brand.

The Results



Now, not only are all of Serco's digital assets in one centralised location, but they can take advantage of some fantastic Enterprise features including:

- A single-sign in process for their employees
- Multilingual versions
- REST API to allow other systems to search and retrieve assets
- Different groups of metadata fields for asset types
- CMS integration so they can quickly find and upload media to their website

Client feedback



"It's a fantastic tool, making my life a lot easier, which is exactly what I wanted!"

Ben Giles, Group Head of Digital Marketing and Brand.

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



"The introduction of Asset Bank at the ANZ 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."

Business Analyst
ANZ Stadium