Challenges:

- Data is created and saved in an unstructered manner
- Multiple storage locations to search for essential assets
- Many devices, manufacturers and operating systems complicate data management

Solution:

- WoodWing Elvis DAM ⧉

Benefits:

- One DAM system for all studios and clients
- Outstanding ease of use
- Self-service portal enables clients to access their assets 24/7

Charterhouse Design and Production

Charterhouse, part of the Konica Minolta group, is a marketing services production company headquartered in Hatfield, UK, with a presence in 21 European countries. With Elvis DAM, the agency manages 100,000 images for a variety of clients.

About the customer

- Charterhouse ⧉ designs, produces and delivers the marketing and advertising campaigns of its clients.

- The client list includes famous brands such as Rolls-Royce, BMW, British Gas, Coca-Cola, Unilever, E.ON, Burger King and more.

- From 21 locations in Europe, the agency covers 35 European markets with onsite and centrally implemented teams.

- The teams create design templates and adapt them to market-specific versions that are distributed to end users and the media.

- The agency delivers across print, press, advertising, outdoor, digital and online media.

- Charterhouse ensures that the marketing communications materials of its clients get delivered with maximum impact, on time and within budget.
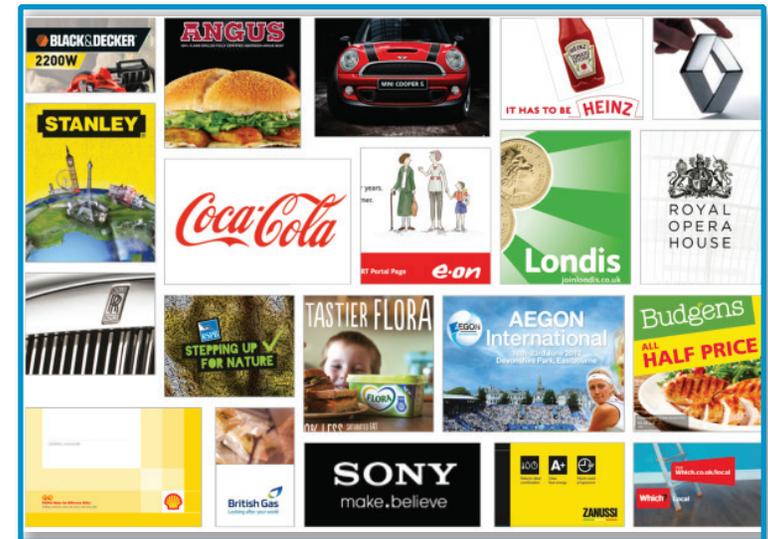
The UK-based design and production agency Charterhouse works for a number of famous and globally known brands.

"

The customized Elvis DAM brand portal is so easy to use that I sometimes call Elvis DAM "the Facebook for digital asset management."

"

Steve Sanderson, Studio Operations Director at Charterhouse

Project

- The agency wanted to address its client´s desire for stronger brand compliance, secure file upload and consistent use of assets as well as for the ability to easily share assets while cutting down the time for retrieving assets manually.

- In order to avoid copyright issues, the customers were also looking for ways to securely track images and image rights.

Goals

- The DAM system of choice should be used company-wide for all studios and all clients.

- The system should not create additional processes that studio operators need to follow.

- The system should provide customers with outstanding ease of use – locating an asset should never require more than 3 clicks.

Requirements

- The intended use required a true multi-tenant system, including the ability to re-skin the system for multiple clients and to easily develop client-specfic metadata and permission schemes.
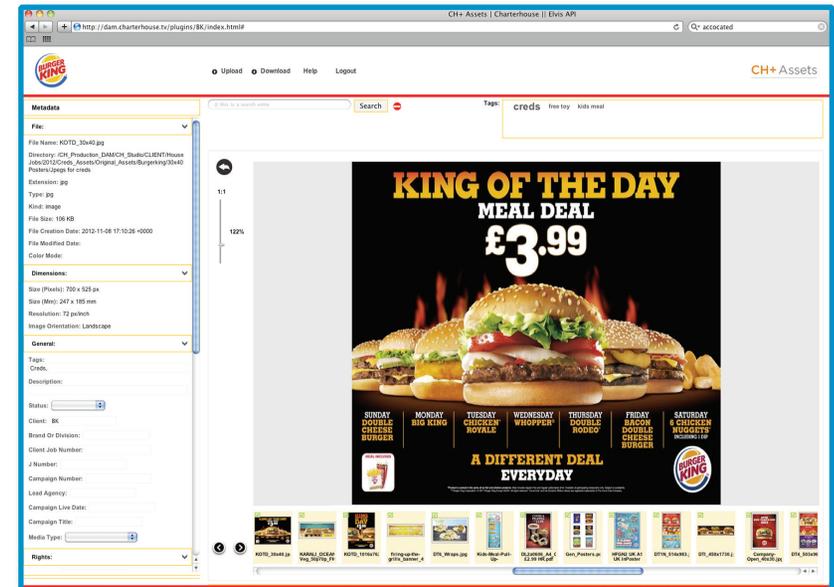
Burger King leverages the Elvis DAM-based brand portal provided by Charterhouse to efficiently manage its huge image collections.

Case Study: Elvis DAM I Agency

> "
> *I think the new on-line asset and approval system is a real asset and a great process improvement which we can now roll out over other projects and parts of the business.*
> "

A large, internationally known Charterhouse client from the auto industry sharing its experience with Elvis DAM.

- A number of parameters were set as mission-critical, including the support of a broad variety of file formats, search and filter capabilities, high-performance import of large file collections, and the ability to migrate existing assets.

- Scalable processing and storage plus low IT demand were also important requirements.

Evaluation

- Charterhouse evaluated four other well-known DAM systems.

- WoodWing Elvis DAM came out on top due to its comprehensive feature set and attractive pricing enabling company-wide DAM deployment at affordable cost.

Implementation

- Leveraging the Elvis API ⬀, Charterhouse developed a customized Elvis DAM-based self-service brand portal enabling clients to access all project information and materials 24/7.

- The implementation of Elvis DAM – including the development of the Web engine for the brand portal – took just three months.
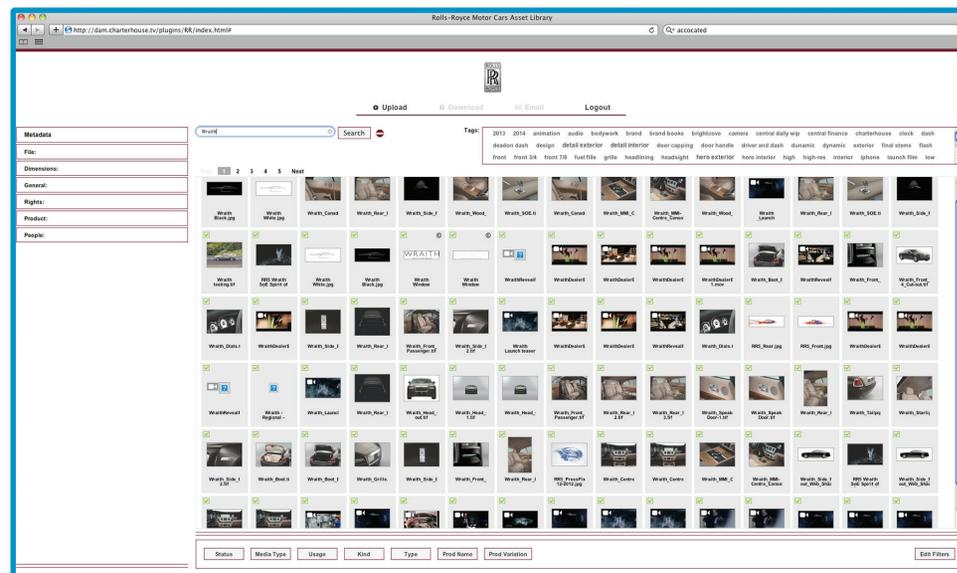
Elvis DAM helped Rolls-Royce to manage the images for the launch of its latest model – the Rolls-Royce Wraith.

Bringing ideas to life
= Charterhouse
MARKETING SERVICES FROM KONICA MINOLTA

WOODWING

Bringing ideas to life
= Charterhouse
CH+ Assets

Charterhouse markets its Elvis-based brand portal under the name "CH+ Assets" to its clients.

Results

- WoodWing Elvis DAM became the central digital asset management platform for all Charterhouse studios and clients.

- Currently the system manages 100,000 assets – a mix of all file types for a variety of clients.

- Charterhouse offers chargeable centralized DAM services to a growing number of clients, such as Rolls-Royce, British Gas and more, with more than 200 users currently accessing the system via their Web browser.

- The chargeable client Web portal is offered under the name "CH+ assets", including set-up, a standard metadata scheme, storage and sharing of all common media types, version control as well as 2 TB of storage and unlimited Web user licences.

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About WoodWing

WoodWing Software develops and markets a premier, cost-efficient multi-channel publishing system, Enterprise, and the next generation digital asset management system, Elvis DAM. WoodWing's solutions are aimed at magazine, newspaper and book publishers, corporate publishers, agencies and marketing departments to reach their goals for quality, economy and time-to-market.

WoodWing's publishing system Enterprise – including the editorial management application Content Station – coordinates and streamlines the process of creating, managing and publishing static, dynamic and interactive content for all media channels – print, Web, social, smart phones and tablets. Elvis DAM enables users to securely store and efficiently manage the increasing collection of rich-media files.

WoodWing Software, founded in the year 2000, has its headquarters in Zaandam, The Netherlands, and has regional sales offices in Europe, the Americas and Asia Pacific. Customers are served locally by over 90 selected partners in more than 100 countries. WoodWing's long-standing relationship with Adobe as a Technology Partner and its close cooperation with a large number of other technology vendors worldwide, confirm WoodWing's position as one of the leading suppliers of publishing software. WoodWing is a privately owned company, with all founders actively engaged. More information can be found at www.woodwing.com.

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