

A digital asset management system grants brand wishes.

A furniture manufacturer needed a turnkey solution to bring organization and management to a variety of digital assets. Our web-based digital asset management solution redefined accessibility for internal and external customers, while being budget-friendly at the same time.

The challenge.

Members of the marketing department at this furniture manufacturing company were spending all of their time gathering and distributing over 10,000 digital assets—images, videos, marketing materials, documents, and audio files—for internal customers, retailers and distributors. They approached Mossberg with a wish list of several objectives: easy user access; images must be size and format alterable; database backup and redundancy for disaster recovery; and overall cost reduction.

The solution.

Mossberg created a customized digital asset management solution that provides unlimited user access via the web 24/7. Searchable by key word, brand, or other metadata, the system allows for immediate downloading of items or saves them for future use. The site was designed to mirror the company's existing website to ensure the existing brand integrity.

Administration is simplified through easy import of additional assets into the system. Plus, built-in authorization levels ensure appropriate access for internal and external customers.

Housed in three separate locations with diesel backup, the virtual server provides much-needed redundancy, just in case of emergency.

The result.

Internal and external customers have 24/7 web access to assets—giving them knowledge of and access to the entire library of media, and control over deliverable timing and format. Ease of use and flexibility instantly enhanced customer satisfaction.

The company was able to repurpose four full-time employees into revenue-generating positions—and have realized annual cost savings in excess of \$100,000—in addition to the peace of mind knowing that the assets are protected in case of emergency or natural disaster. Wish list granted.



Consumer products company

Retail

Digital asset management

Customer service

Data security

Cost reduction

Mossberg & Company offers you a surprising range of capabilities to help you connect with customers more precisely and meaningfully at every moment. Our marketing services are focused on your brand, your goals, and making your life simpler. Contact us today to learn more.

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