



# American Cruise Lines Regains Strategic Design Time with Extensis Portfolio

American Cruise Lines provides its guests with extraordinary river cruising experiences that explore the historic waterways of the United States. The key to getting “all aboard” is through visual storytelling. Which translates into hundreds of thousands of images used to convey the uniqueness of American Cruise Lines’ voyages via its website, travel guides, agent websites, media placements and advertising.



## The Challenge

Similar to many organizations, American Cruise Lines’ creative team of 10 served as the hub for all image and visual requests. This posed many challenges for the organization:

- » On a daily basis, the creative team was inundated with image requests received from marketing, corporate, PR and travel agents.
- » Designers frequently found themselves sifting through out-of-date and duplicate assets trying to find exactly what was needed to fulfill a department’s need.
- » These recurring one-off requests were depleting the creative team’s strategic design time and slowing down workflows across the organization.

## The Solution

American Cruise Lines implemented Extensis Portfolio™, a digital asset management solution that centralizes assets and allows users to easily find approved files. Portfolio was selected because it:

- » Integrates with their creative server to mirror its structure so they don’t have to re-categorize or organize Portfolio as a separate system.
- » Bulk tags images by extracting keywords that match their server structure. They can easily tag catalog images based on the subject matter and location, making search fast and reliable.
- » Batch processes files into PDFs or jpgs with a resizing function for easy downloads and distribution of assets.

## The Results

Since deploying Portfolio, American Cruise Lines’ creative department has regained much-needed time for strategic design work by enabling controlled self-service. Key results include:

- » Image requests have been reduced by 65%.
- » All departments are able to find images quickly, accelerating workflows across the organization.
- » Out-of-date and unapproved images have been eliminated, enabling American Cruise Lines to maintain the integrity of its brand.

*“Extensis has helped make the creative department more efficient by streamlining the image request and search process. This has freed up a substantial amount of time that can be better spent on actual design work, and we are very happy about that.”*  
**Brett Wingate, Creative Director,**  
**American Cruise Lines**



To learn more about Portfolio, please visit <http://www.extensis.com/portfolio>

## ROI WITH PORTFOLIO

# 65%

REDUCTION IN  
CREATIVE TEAM  
REQUESTS

The creative team hardly receives emails and phone calls regarding graphic requests.

# 20%

REDUCTION IN  
HOURS SPENT  
LOCATING IMAGES

With fewer image requests and ease in finding files, the creative team has 20% more design time.

# Zero

DUPLICATE AND  
OUTDATED  
ASSETS

Identical images and old assets have been eliminated.