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Gardens Alive! Uses Extensis Portfolio to Maximize Image Use Across 15 Brands

Gardens Alive!, Inc. is a privately owned multi-title catalog and online retailer specializing in home gardening solutions. Founded in 1984, the company has grown through acquisition, and today is the parent company to 15 sub-brands. With each acquisition has come thousands of images, and each season more images are added. Having a system to effectively manage these images is critical not only for general efficiency, but also for brand consistency, maximizing image use across sub-brands, and staying on schedule with go-to-market timelines.

The Challenge

Prior to implementing Extensis Portfolio®, Gardens Alive! used an alternative digital asset management (DAM) solution which posed many challenges:

» It acted solely as an image repository and was not user-friendly. As a result, employees didn't use it, turning instead to the photo department to either locate, recreate or purchase images.

» Search capabilities were limited and previews small, which made it hard to find images quickly.

» Images for each sub-brand were in disparate locations, minimizing the ability to leverage digital assets across brands.

» New images were not being cataloged.

» Licensing terms were not visible.

The Solution

After a competitive search, Gardens Alive! selected Portfolio as its new DAM solution. Portfolio was selected because it:

» Allows Gardens Alive! to centralize all of its digital assets (including images, videos, PDFs, HTML and Word files), and create separate catalogs for each sub-brand with permissions-based access for merchants, creative, web and marketing teams.

» Enables the quick addition of metadata and customizable metadata fields.

» Offers large thumbnails to expedite and simplify finding images.

» Provides a drag-and-drop feature that allows designers to pass files directly into InDesign and the network.

The Benefits

Since deploying Portfolio, employees are thrilled with how easy the solution is to use and the new possibilities it has created to utilize assets across brands. Portfolio has enabled:

» A 90% increase in cross-brand image usage. Each sub-brand can leverage an image, reducing production costs and providing a broader range of branded images in catalogs, websites, marketing materials and social media.

» Metadata to be added to all digital assets so employees can quickly find images on their own based on specific characteristics.

» Other departments to take advantage of DAM, including customer service, manufacturing and operations, and copywriting.

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

"We refer to Portfolio as 'Houdini' at Gardens Alive! because it works like magic. –Mandy Groszko, Digital Asset Librarian, Gardens Alive!

ROI WITH PORTFOLIO

95% REDUCTION IN REQUESTS FOR PHOTOGRAPHERS TO LOCATE FILES

Photographers can now focus on creating more photos vs. tracking down images.

80% REDUCED SEARCH TIME

Individuals can find what they need instantly, keeping workflows moving.

99% REDUCTION IN RISK OF ASSET MISUSE

By controlling access via catalogs, Gardens Alive! has eliminated image misuse.