

# CASE STUDIES

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CONTENT MANAGEMENT MADE EASY



# CENTRALIZATION

If you work in a large global business, having a single source of truth for all your marketing assets will enable your teams to easily access the content they need, when they need it. It creates visibility and facilitates cooperation.



## BBC MEDIA ACTION

An online multimedia repository enabling teams to efficiently share content

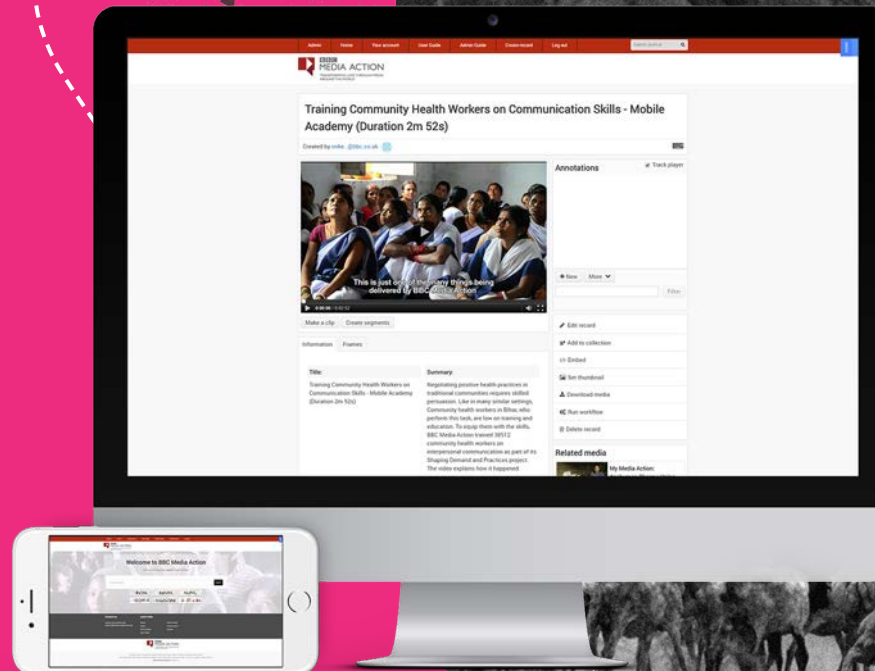


Much of the video content produced by the BBC teams used to be archived within its country of origin. Accessing and sharing footage for use in other regions was difficult.

Since entering into a partnership with Imagen, managing and distributing their video content via a centralised media library has helped achieve a number of crucial organizational benefits. These include improved collaboration, time saved from locating video assets, flexible 24/7 access on any device and peace of mind knowing that content is stored safely off-site in the cloud.

### KEY FEATURES

- Single repository shared across multiple regions
- Simple worldwide access via a web browser and single sign-on for BBC users
- Accelerated File Download for faster sharing to media.



# REUSE, REPURPOSE & REDUCE

Improve operational efficiency across your marketing department. Making assets available to all staff in all your local offices means they can be located and reworked when needed - saving time and reducing the need to duplicate existing assets.

IMG

IMG

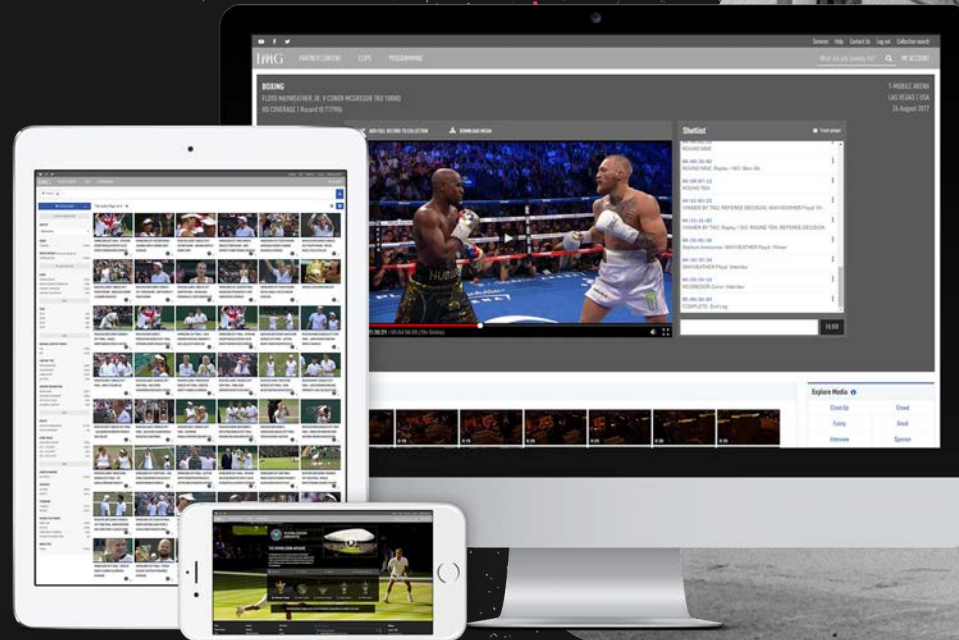
Iconic moments available at the touch of a button



Users of IMG's digital asset management platform can search quickly and accurately across thousands of hours of video content which has been indexed to the second using Imagen's Media Logger. Plus, our cutting-edge tools enable easy self-service, so users can locate, clip, preview and share content without relying on individual members of staff - helping to streamline the creative processes.

## KEY FEATURES

- Curated collections of themed content
- Email or single sign-on authentication
- Clip and download high-res copies





# SPECIALIST IN HANDLING YOUR VIDEO

Older, more general Digital Asset Management (DAM) solutions are ill-equipped to deal with the growth of video assets, resulting in significant operational challenges. Imagen is built on more than 20 years' experience in video and media management, and we strive to keep it leading edge.



**BP**

Video archive for training and content management



Imagen powers BP Video Library, a consolidated archive of over 20,000 hours of video content from their global offices.

Users worldwide can now access 54TB of official BP video footage. The online platform allows BP staff to search and play-back proxy renditions of video assets, and then quickly download broadcast-quality versions for use in internal productions when ready.

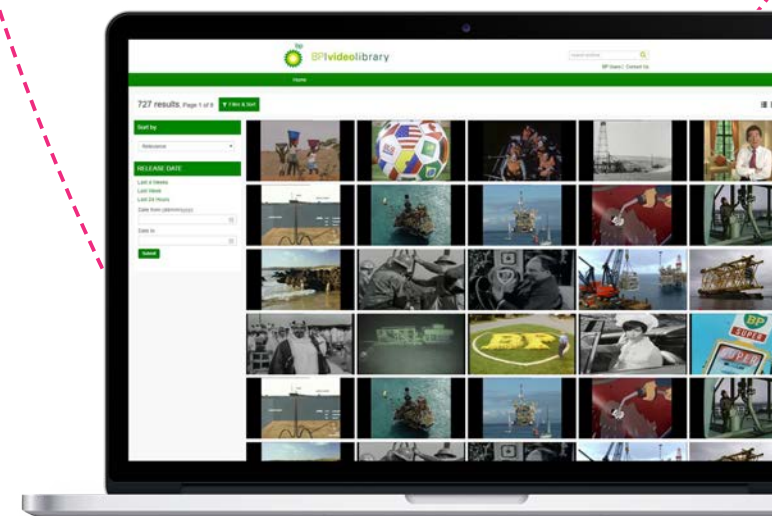
The specialist Imagen platform is equipped with the functionality to ingest and add time-based metadata to mark-up important and interesting points in a video. Staff are also able to clip and reformat videos for use across various channels easily within the platform.

## KEY FEATURES

- Single sign-on authentication for BP staff
- One point of access for staff worldwide
- Keyboard shortcuts for rapid video navigation.

**“ WE HAVE ROAD-TESTED WITH BP AUSTRALIA AND BP ANGOLA SO FAR, AND BOTH HAVE BEEN DELIGHTED AT HOW BRILLIANTLY SIMPLE THE SYSTEM IS. ”**

Manager Film & Video, BP Internal Communications



# REGAIN CONTROL OF YOUR CONTENT

Decide who can view, edit and download your content. Granular permissions and access controls give you full control over who can see media and what they can do with it. Useful when you are working with agencies, freelancers and regional marketing teams.



## CIMPRESS

Maintaining business agility and staying ahead through better content video management



Cimpress (parent company of Vistaprint) produce hundreds of videos each year – many need to be accessed by employees all over the world, at times very shortly after the video is created.

Using Imagen as its internal video sharing platform, Cimpress host hundreds of videos for their global workforce of 6,500 employees in 40 offices across the world. The content ranges in style and size, from CEO messages to business presentations, product demonstrations, company successes and achievements, and 'telepresence' meetings where confidential information is shared.

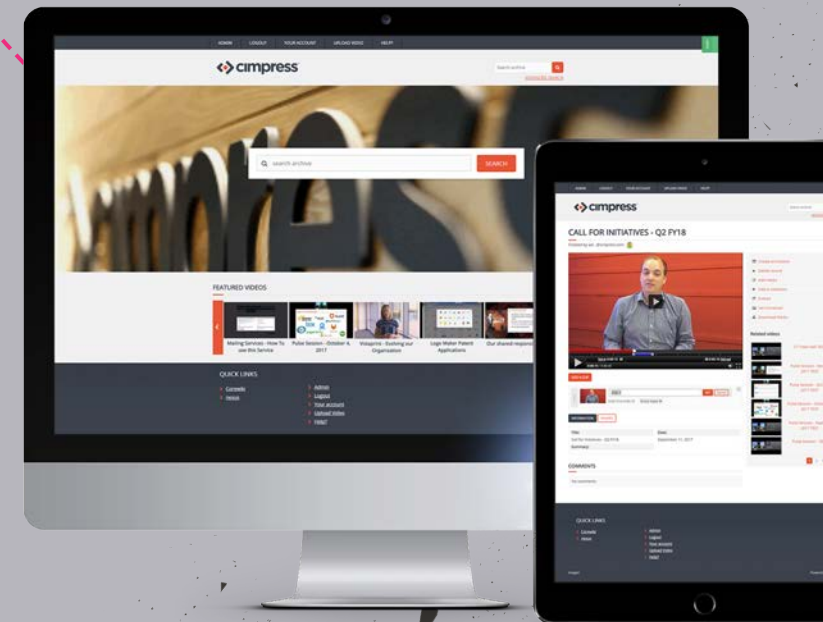
The flexibility of Imagen's video platform means Cimpress has tailored it to its needs, from matching the company's brand requirements to configuring user group permissions for sensitive content.

### KEY FEATURES

- One point of access for 6,400 employees in 40 offices worldwide
- Granular access controls manage access to sensitive data
- Reduces the burden on corporate IT infrastructure
- Rapid delivery of time-sensitive content to staff globally.

**“ IMAGEN PROVIDES SCALABILITY WHILE MAINTAINING SPEED AND EASY ACCESS.”**

Liam McDonnell, Lead Communications Specialist, Cimpress



# IMAGEN FOR MARKETING

Imagen is a one-stop platform that allows businesses to centralise, store and organize marketing and corporate media in one single cloud-based location.

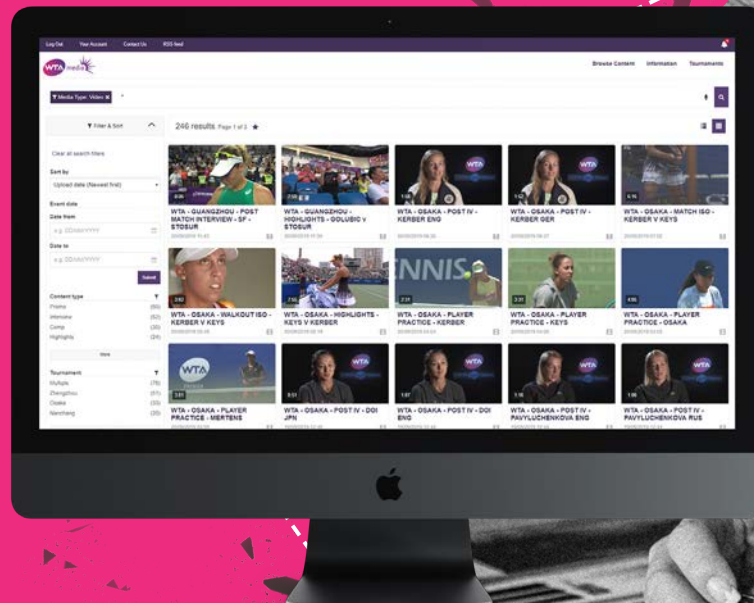


Sharing assets across global offices becomes easy with our unique Accelerated File Delivery technology and web-based access. Plus, intuitive meta-tagging improves the searchability of your content, ensuring the right assets can be found and used by anyone, reducing duplication and increasing efficiencies across your team.

Optimised for modern marketing teams, Imagen empowers your team with a suite of advanced tools to preview, publish and reuse valuable content for smarter working.

## KEY FEATURES

- Content consolidated into a single platform
- One point of access for staff worldwide
- Advanced search or faceted simple search
- Reduce the burden on corporate IT Infrastructure
- Easy to setup analytics dashboards to see which content is being used
- Create clips, make collections and download
- Accelerated File Download for faster access to files.





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