



CMD transforms wasted time into billable hours with better file and font management

OVERVIEW

Providing services that range from website design and production to managing integrated advertising campaigns, CMD is deluged with digital assets and fonts from its numerous clients. Managing these digital assets and fonts and ensuring that the right ones go with the right projects, not to mention the right clients, had been a constant struggle for CMD, often eating up valuable billable hours from CMD's creative and support teams.

On the font management side, the challenge was getting the right fonts (and the right versions of fonts) to the right people when they needed them. In any particular day, upwards of 20 projects could flow through the agency being touched by four or five designers along the way. With this type of project collaboration, missing fonts and font conflicts became the norm not the exception as each designer housed their own independent sets of fonts on their systems. In one instance, the designers noticed the same project had different layouts on different systems. They found out that the different systems were using different versions of the same font - Helvetica Neue. The wrong versions were automatically being substituted causing the layout changes.

On the digital asset management side, CMD's Information Services (IS) department was tasked with archiving the agency's ever-growing asset library. CMD's largest client alone produced 2,500 different images that had to be organized across 20 unique brands. Tracking down just one, archived asset for re-use was an arduous task that often involved up to three employees and three hours of work. CMD realized that its current methods were not viable and that a solution was desperately needed to help it identify and retrieve its archived assets.

CHALLENGE

- ▶ Matching the right fonts to the right projects
- ▶ Eliminating various font issues that caused downtime
- ▶ Eliminating arduous process of retrieving assets for re-use
- ▶ Keeping assets organized for numerous clients

"The biggest selling point for us was recapturing lost time and turning it into billable hours."

Jason Scott,
Digital Assets Manager, CMD

Company profile

CMD is Oregon's largest integrated marketing communications agency, providing a variety of services for its clients. CMD produces interactive media, flash websites, film/video, print collateral, promotional events, advertising and PR campaigns.

Industry

Advertising; Public Relations

Project goals

- Streamline workflow on collaborative print projects
- Improve productivity—reduce time searching for fonts
- Organize images for easy accessibility

Solution Implemented

- Suitcase Server
- Portfolio Server

Results

- Significant time and cost savings; reduced time spent searching for images
- Font consistency and centralization eliminated font issues
- Quick and easy access of images by creative team; reduced IT staff and account team time
- Downtime turned into billable hours

SOLUTION

Jason Scott, CMD's Digital Assets Manager was the point person for finding and implementing a solution to the company's digital asset and font management issues. Scott had good experiences with desktop versions of Extensis software – Suitcase for font management and Portfolio for digital asset management – so when he found out that there were server versions available for the workgroup environment, he was naturally interested. Scott was particularly pleased with the ease of use and user interface of the Extensis desktop solutions, which played a role in his decision-making as he wanted server solutions that were user-friendly and easy to deploy.

CMD has been pleased with Scott's decision. After implementing Suitcase Server, CMD's designers can now feel confident that they are working with the correct, client-approved fonts. "Before, we never knew where the fonts were coming in the door from," Scott explains. "Having all of our fonts now centralized has solved our QA problem completely." Marked up pages now look the same—no matter which screen they are viewed on. This compatibility extends to cross-platform use also. "Having all fonts up on the Suitcase Server makes it much easier to flip flop between Mac OS and Windows. Fonts are now a non-issue."

For image management, the biggest seller for using Portfolio Server was the time saved, says Scott. "The time saved is billable hours. For example, before Portfolio, an image search for three images of three doors took seven people five days. Now we're talking a matter of minutes by one person."

According to Blaine Borgia, CMD's IS manager, "Portfolio creates efficiencies in other departments as well. If the artists are using Portfolio to retrieve their own image, that's saving IS hours, plus it's saving the account team time. This benefits several departments."

As CMD continues to expand its application of Portfolio Server, Scott plans for designers to be able to link Portfolio directly to the layouts, so that images don't have to be copied anywhere, but will be dynamically available. Scott explains, "This will have a huge benefit for our QA process. If I need to make a change to that

" Fonts are now a non-issue. Our font management is transparent—not even thought about anymore, which is the way it should be."

Jason Scott
Digital Assets Manager, CMD

image, I can do it at one centralized location, and it will update our layouts across the board. Whoever uses that image in a design will see that it's been updated or modified, and their layout will be instantly updated."

For CMD, the biggest selling point for selecting Portfolio Server and Suitcase Server was the recapturing of lost time and turning it into billable hours. Plus, the teams don't have to deal with the frustration. As Scott notes, "Morale-wise it's frustrating (looking for images and fonts). You can't really put a price tag on that, but it does have value."

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