



## Leading Media Publisher Manages 3.5 million Assets Globally with Cognizant assetSERV™

### assetSERV established as first global Cloud-based digital asset management platform

For one of the world's largest publishers of monthly magazines, sharing digital assets was a daunting logistical challenge that curtailed ROI and revenues. For a global media publisher to succeed, it must share, reuse and track digital assets across titles. If an image, visual or story can be repurposed efficiently between similar publications in different geographies, ROI increases exponentially. With 20-plus titles in the U.S. and 300-plus international editions, this was especially important to this publisher.

The company faced compounding difficulties resulting from incompatible on-premise digital asset Management (DAM) solutions in place on different continents. The company lacked a centralized location for its U.S assets or metadata and there was no link established between U.S. and global content. Additionally, the limited capability to manage roles and access resulted in few pieces being shared. These issues led the company to seek a solution with broad capabilities.

#### AT A GLANCE

With publishing operations in multiple countries, but very limited ability to share digital assets, a global publisher found it challenging to reuse assets and derive incremental ROI from each piece. The customer selected Cognizant's assetSERV for its capabilities to aggregate, differentiate and track digital assets in the cloud to meet its distributed publishing needs.

#### Highlights:

- assetSERV has enabled the client to grow assets from one to many publishing arms, from individual nations to multiple interdependent geographies and from 2.1M to 3.5M assets.
- Over 900 employees are currently using assetSERV, which is expected to grow to 1800-plus users.
- ROI is estimated at 5-6x (based on number of downloads/total assets), which could grow to 7-8x in the near future.

After conducting an assessment of DAM solutions, Cognizant assetSERV was chosen because it provided the ability to achieve core goals and objectives around a centralized repository, reuse of assets with built-in rights management, and asset lifecycle management.

## Global access enables single source of truth

Since 2013, assetSERV has become the publisher's single source of truth for storing digital assets. The repository has grown from 2.1 million (mostly domestic) to over 3.5 million assets, with a significant portion of the expansion originating from items developed outside of the U.S. Now, employees in the company's active directory can access assets in the cloud from nearly anywhere, instantly.

Previously, assets were repurposed infrequently and haphazardly due to concerns over who could use them and when. assetSERV has enabled all publishing arms to ascribe specific rights to the metadata of the individual assets so that other publishers can search for and instantly understand availability and potential costs - leading to a higher likelihood of usage, and better return on investment.

## Managed roles and access increase content usage

Before implementing assetSERV, this global publishing customer had disparate approaches to optimizing the lifecycle of its digital assets. assetSERV has given the company the tools and processes to determine, publish and codify the cradle-to-grave use of specific assets across the organization.

Among the core functionalities in assetSERV that the publisher's global teams have found to be essential is the ability to identify and segregate current newsstand content from archived content. Local publishers and the

centralized team can quickly determine what has been used in current versus past publications. In addition, for the first time, the client can search within the archives to locate content across its publishing network based on brands, editions and dates. This enhances the company's ability to publish quickly with new stories and assets that engage readers around the globe.

assetSERV solutions are driving global success for the publisher, making distributed content accessible across regions and publications while driving ROI and revenues.

The company's CTO and team are impressed with assetSERV's DAM solution performance and overall program management, expecting a return on investment as high as 600% in cost savings year over year. Cognizant's assetSERV team has been chosen for two additional large-scale testing and data consolidation programs to build upon the success of the initial global rollout.

## Learn More

To learn more about Cognizant assetSERV visit us at [www.assetSERV.com](http://www.assetSERV.com) or contact us at [assetSERVCustSolns@cognizant.com](mailto:assetSERVCustSolns@cognizant.com).



## ABOUT COGNIZANT

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 100 development and delivery centers worldwide and approximately 218,000 employees as of June 30, 2015, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.

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