

# Streamlining image flow by creating an asset management and workflow solution that helps Sanoma simplify its processes and increase productivity across multiple workgroups.

## Overview

As one of the largest consumer magazine publishers in Europe, Sanoma Magazines, manages thousands of images coming from many sources. In addition to producing traditional magazines, Sanoma creates numerous television guides, and this requires combining significant amounts of text-based TV programming information with images. Tracking the images, managing details such as copyrights, and ensuring that the images are distributed to the right guide at the right time has been an ongoing hurdle.

## Challenges

Sanoma Magazines receives thousands of images from different sources every day, of which some are “trusted” and others are not. Images coming from non-trusted sources have to pass by the Scan department for verification and retouching. When approved for publication, images have to be transformed to standardized formats, resolutions and color spaces and made available for both internal production and external publishers.

Sanoma has been using an outdated, custom-built DAM application based on AppleScript and custom made interfaces, heavily relying on file and folder naming conventions. To use this system, designers had to switch back and forth between the custom DAM application and their Adobe CS3 applications - where the bulk of their retouching, layout, and other creative processes occur. This has resulted in lost productivity and increased the difficulty of managing assets and ensuring that metadata associated with assets was correctly entered into the DAM application.

Another goal was to increase revenue opportunities. Sanoma provides its TV guide content to other media companies, and it must be delivered in the recipient’s preferred format. In their current DAM system this process has traditionally been done manually - a time-consuming and costly activity. Sanoma wanted to be able to output and deliver to other publishers in a variety of formats as automatically and efficiently as possible.

In addition to streamlining the workflow for creative end-users, Sanoma wanted to increase IT efficiency. They wanted to move to a DAM system that was more standardized and integrated with Adobe Creative Suite applications. More efficient system updates was an additional goal: supporting the current DAM solution has been cumbersome because it involved deploying a client application on each desktop, making it relatively difficult to upgrade the system, and only ran on Mac OS 9.



*“The evolution in digital photography and our own internal shift from a classical magazine publisher to a multi-channel content provider has ensured that ADAM is our strategic technology of choice for the total publishing process and has brought efficiency in our editorial and digital workflow”*

**Jan Heylen, ICT Manager,**

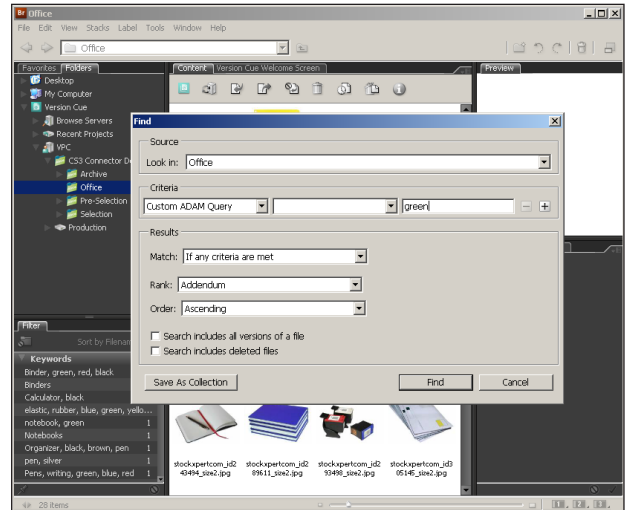
**Sanoma Magazines Belgium**

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### The solution

Next to the need for integration with Sanoma IT standards, the new DAM system had to provide image transformation functionality (resizing, resolution optimization for print or web, change color space from RGB to CMYK or vice versa, etc...), provide an easy way to introduce new images into the system, manage the image workflow and control access to images depending on their status in the workflow.

ADAM was selected as the ideal Digital Asset Management solution for Sanoma. The ADAM Engine streamlines the processes involved in receiving new images, routing them to the scan department for verification and retouching, preparing images for production and making them available for use in various publications in print and on web sites, the ADAM Version Cue Connector integrates ADAM seamlessly with Adobe CS3 applications allowing the designers and editors in the company to stay within their comfort zone while still taking advantage of all the benefits of a market leading DAM system. To streamline IT processes, the new system provides scripts that use Adobe Version Cue Server software to automatically deploy bug fixes and upgrades.



Adobe Bridge filters the images using ADAM metadata



“With our new DAM solution, our designers and editors have a streamlined workflow that lets them use their preferred applications and seamlessly manage assets at the same time. What’s more important is the IT and business case: now we will have an automated, integrated system that lets us easily provide content to other media companies in the formats they prefer.”

**Jan Heylen, ICT Manager,**  
**Sanoma Magazines Belgium**

### The Result

The ADAM-powered solution has enabled Sanoma Magazines to significantly increase productivity by allowing creative users to stay in their preferred Adobe CS3 comfort zone while all tedious and error-prone DAM tasks are performed automatically in the background. Workflow automation streamlines the image preparation and approval process, while automatic reformatting allows easier repurposing of assets.

Insourcing pre-press activities dramatically reduced costs and migrating to an industry-standard software environment increased IT efficiency.

The investment already saves Sanoma Magazines \$3 million per year.

### Toolkit

- ADAM Engine
- ADAM Version Cue Connector

**More info available at : [www.adam.be/versioncue](http://www.adam.be/versioncue)**