

SUCCESS STORY

SIGMA-ALDRICH®



Profile

Sigma-Aldrich is a leading Life Science and High Technology company. Its biochemical and organic chemical products and kits are used in scientific research, including genomic and proteomic research, biotechnology, pharmaceutical development and as key components in pharmaceutical, diagnostic and other high technology manufacturing. Over one million scientists and technologists use its products in life science companies, university and government institutions, hospitals, and in industry. Sigma-Aldrich operates in 38 countries and has 7,800 employees providing excellent service worldwide.

As a leader in the research and fine chemicals market, Sigma-Aldrich is constantly developing and adding to its inventory of core technologies in each of the specialty product lines. This is further exemplified by the steady growth in the number and variety of product catalogs offered by the company. The bulk of these catalogs are produced by the Global Marketing Communications group, half of which is based in the company headquarters in Saint Louis, MO.

In the course of one year, the MarCom group publishes an average of five product catalogs (300-400 pages each), two dozen brochures, monthly newsletters, and also manages the company website. Every one to three years, it also produces one major product catalog (3,000+ pages) in 30 different versions to satisfy the company's global audience.

To keep up with demand, and better manage its growing volume of images and marketing assets, Sigma-Aldrich decided it needed to find a solution that could enhance its state-of-the-art catalog creation process while maintaining the integrity of the existing system.

Industry

Enterprise

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ViewCast Media Server Transforms Sigma-Aldrich's DAM Infrastructure

The Challenge

Creating a Global Digital Asset Management System

Sigma-Aldrich utilizes a repository for product imagery that integrates with the catalog creation process and also provides the ability to repurpose the images for the Web and other distribution channels. However, Sigma-Aldrich needed a digital asset management (DAM) infrastructure that would enable the company to centralize both its product images, for distribution to the web and catalog production, and global MarCom assets, for the purpose of creating brochures, newsletters, flyers and other collateral. By centralizing these key components, and providing accessibility to the entire organization, the company hoped to better manage the creative process, increase reuse, and safeguard the company's brand identity.

The Solution

ViewCast's Media Server – Complete Digital Asset Management

To help meet their media production, management and distribution needs, Sigma-Aldrich selected the ViewCast Media Server (VMS). With a powerful production client and an enterprise-class architecture based on IBM Content Manager, VMS offered the power and scalability to meet the company's global DAM requirements.

A team of ViewCast consultants arrived on site to work in collaboration with the Sigma-Aldrich stakeholders. Key activities included capturing Sigma-Aldrich's production and publishing requirements, designing business processes leveraging industry best practices, and integrating the VMS solution into the Sigma-Aldrich environment. The result was a seamless on-site implementation that was both on-time and on-budget.

VMS automatically indexes all of the metadata and content so that users can search virtually every attribute related to their assets to quickly find what they are looking for. Once located, VMS allows users to edit content information through the Web interface and generate renditions of content on-demand. Fast upload/download to/from the VMS also eliminates the need to use FTP sites for large file transfers and improves turnaround time.

One of the most critical features of the VMS is its sophisticated content distribution functionality, which segregates and safeguards the assets of Sigma-Aldrich's different divisions. Any number of destinations can be created, each with specific properties for name, access control, enclosing folders, etc. The DAM solution also tracks the editing history of files, and automatically updates the information regularly. These capabilities allow for the straightforward integration with Sigma-Aldrich's existing products, such as Websphere and ArborText, its third-party catalog creation software, all from the VMS application.

The Benefit

A Publishing Process Transformed

Since its initial set up, VMS has sourced major catalogs for Sigma-Aldrich without a single hurdle. These catalogs consist of thousands of product images, covering hundreds of pages that are published on a regular production schedule for multiple geographies in various languages. Today the company has a VMS and Content Manager solution that manages both catalog and MarCom content. The system organizes, transforms, and describes content in the central repository for distribution to multiple channels.

The new system has shown to be very efficient and effective for the company, saving both time and money.