



## Success at a Glance Ford

### Product Photography, Digital Asset Management, and Distribution

#### Content Challenges

Ford produces thousands of brand assets and images of its products that are essential to brand integrity. These assets are used in hundreds of events, brochures, presentations, and Web sites. By adding the Web to the already complex landscape, Ford Division's content requirements were accelerating. More content was needed at a faster rate than before, and the needs for control were more urgent than ever. The rate of change of the content was also accelerating, requiring greater change management.

- **Slow Processes.** Current processes were too slow to support growing market challenges. Ford wanted to move at the speed of eBusiness.
- **Lack of Brand Control.** Current systems lacked the brand control necessary to assure that the right assets were used at the right time for the right purposes.
- **High Cost and Redundancy.** Current methods were expensive and redundant. Slow processes that lacked controls were also very costly. The result was high cost for poor results.

#### Interwoven MediaBin Platform Solution

The MediaBin Digital Asset Management system was installed in the Ford Division to better manage its high value brand assets and product photography. Ford is already realizing these benefits:

- **Speed.** Through MediaBin's cataloging and Web-based distribution process, assets are available faster for internal and external users, for Web and print use.
- **Brand Control.** Security, revision control, and "just-in-time" image processing assure the right image is used, in the right format, for the right user.
- **Cost Savings.** The MediaBin central asset repository eliminates redundant photography, reduces the time and expense for asset distribution, and eliminates the inefficient asset searching.

*"MediaBin's Digital Asset Management system was a natural fit for the Ford Division. Now in its third full year of production, this solution has saved the Ford Division over \$1.8 million per year through productivity gains, asset repurposing, tighter brand control, elimination of CD-ROM creation, Web-based ad agency self-service, and better search/retrieval."*

*Steve Lyons, president*

#### About Ford

The Ford Division is the largest division of Ford Motor Company. Ford is a worldwide leader in the automotive industry and a leader in branding, worldwide marketing, and automotive eBusiness. Ford is also an innovator in digital branding, hosting hundreds of Web sites and launching initiatives like drive.com to set the pace in eCommerce for the automotive industry.

The Ford Division has many digital content producers for its diverse product line. Agency partners, photography studios, marketing groups, printers, and internal graphics groups all create product photography that is crucial to the product line.

#### About Interwoven

Interwoven is a global leader in content management solutions. Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments.

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