

Maximizing the Value of Digital Assets

Wolters Kluwer Health | A Case Study

Every day digital content in the form of text, documents, images, audio and video files are generated, making it increasingly important for publishers to maintain a central online repository of all of their digital assets to ensure easy and quick access from any part of the world and by anyone within their organizations.

Wolters Kluwer Health – Professional & Educational group, a leading provider of information on healthcare, chose Impelsys to build a stronger, updated Digital Asset Management System for them. Impelsys' DAM system provided Wolters Kluwer Health – Professional & Educational group with an efficient process to oversee the production and distribution of digital assets while ensuring that users find just what they are looking for. Impelsys also provided an interface for Wolters Kluwer Health – Professional & Educational group to generate additional revenues by selling their digital assets through an online portal built on iPlatform technology.



Wolters Kluwer Health

Wolters Kluwer Health is a leading provider of information for professionals and students in medicine, nursing, allied health, pharmacy and the pharmaceutical industry. Its services range from clinical and pharmaceutical solutions to medical research and text for professionals and medical students.

Challenge

Wolters Kluwer Health – Professional & Educational group was maintaining huge records of digital images which were stored on a digital assets management system (DAMS) by Artesia. However, this DAMS was not optimally utilized and the versions were not updated.

Consequently some portion of their total digital assets (images) was stored on the Artesia DAMS while other assets were stored on separate storage devices (CD, DVD, Tape etc). They devoted a full time resource to manage and upload content to that system, however the upload process was not efficient, search was time consuming, and the whole process was broken. They wanted to replace this with a more robust system: one that was more cost-effective, efficient, and with a faster search feature.

The key areas of concern for Wolters Kluwer Health - Professional & Educational group were to:

- 📁 Select the right kind of DAMS for their assets
 - Migrate assets from their existing DAMS and storage devices to the new system
 - Identify a new technology partner to build a new DAMS
 - Reduce human resource expenses by eliminating the need for a full-time DAMS manager

APPROACH

Impelsys worked closely with Wolters Kluwer Health - Professional & Educational Group to understand their requirements, business priorities and processes, and used its iDAMS technology to provide a DAMS designed to meet their needs. Impelsys managed the whole system, including: hosting, running, maintaining, uploading content, checking the content quality and fixing issues. This eliminated the infrastructure requirement and the need for a full-time employee to manage the system. Impelsys confirmed the high quality and uptime in their service level agreement (SLA) which helped Wolters Kluwer Health - Professional & Educational group to focus their efforts and resources on their key areas.

SOLUTION

Impelsys' DAMS Solution, iDAMS, allowed Wolters Kluwer Health - Professional & Educational Group to organize, archive and deploy their content via a digital warehouse and to distribute remotely and securely from within a standard web browser. The system enabled production teams, compositors, printers and contributors to quickly access, upload and manage the electronic version(s) of their assets.

Impelsys also empowered Wolters Kluwer Health - Professional & Educational Group to sell these assets (images) through a portal built on iPlatform technology, which sat just above the iDAM system. The assets (images) could be pushed to the portal (named image sales) in a matter of minutes to be viewed and purchased. This portal allowed customers to search and buy the assets, and helped Wolters Kluwer Health - Professional & Educational Group to maximize their revenues from the sale of their existing assets.

Impelsys' Solution:

- Provided a hosted digital warehouse to store, search and retrieve assets
- Allowed vendors, printers and production teams to access and manage data assets
- Allowed bulk import of product information and assets
- Facilitated automated generation of previews for images, audio, video assets etc
- Powered a sales portal (image sales) to further monetize digital assets
- Provided an automated push feature to bring digital assets into their image sales portal
- Allowed easy configuration of the meta-data as per their requirements
- Enabled the management of pricing options and copyright information
- Provided a robust meta-data and full-text search, user personalization and sophisticated logging and reporting features
- Allowed creation of users, user groups and allocation of necessary permissions to these user-groups.
- Allowed assets and user access rights to be easily defined, monitored and managed
- Created an advanced administration system to manage content and users
- Offered secure digital library services and centralized data management
- Maintained online content loading, functionality development, and support for several online major systems
- Managed upload and clean-up of all assets

iDAMS technology made uploading of assets to the warehouse, as easy as copying the asset files to a particular folder. It automatically picked up the files and indexed the assets based on the metadata extracted from the files, after which assets could be easily searched and retrieved.

iPlatform technology simplified the creation, management and integration of Wolters Kluwer Health - Professional & Educational Group's image sales portal with their DAMS which served as an additional source of revenue

BENEFITS

Impelsys' DAMS solution and portal platform offered greater ease of use and deployment over generic solutions with modules that could be easily configured and extended. The various benefits to Wolters Kluwer Health - Professional & Educational group included:

- Reduced cost and deployment time with pre-built modules and ready to go components
- Maximized efficiency and time management with easy content storage and retrieval process
- Expanded marketing opportunities by pushing content to the image sales site in just few minutes
- Leveraged existing assets to generate additional revenue streams
- Provided better ROI and huge savings over their previous system

[Request for a demo](#)