

## Case study

# Nikon secures efficient management of rich media assets powered by Autonomy Virage MediaBin



**World leader in photography manages globally-distributed rich media to grow strategic online presence and boost brand consistency and security**

### Industry

Imaging technology

### Type of application

Enterprise Rich Media Management

### Solutions

- Virage MediaBin
- TeamSite
- LiveSite

### Key benefits

- Efficiency
- Speed-to-market
- Brand consistency
- Security



**“HP Autonomy has provided us with a best-of-breed, end-to-end solution that allows us to control and secure the way our brand is utilized by our National Sales Organizations, whether in a product release or on one of our micro sites. The objective has been to give our hard-pressed local staff time to focus on analysis, creative promotions and customer contact whilst maintaining consistency of message and presentation.”**

– David Ward, EMEA Marketing Systems Manager

## Customer background

Nikon Europe is a division of Nikon Corporation, founded in 1917, a world-leading provider of optics and imaging technology with over 26,000 employees worldwide. Nikon Europe markets their consumer and professional products in 33 countries and 26 languages. With a corporate mission to improve their marketing practices and better target regional characteristics, there was a strong desire and motivation to find the right technology to help them achieve their corporate goals.

## The Need

“Our global penetration and impressive growth have presented Nikon with a formidable challenge: how to boost collaboration and improve efficiency while ensuring brand consistency across a comprehensive range of geographical locations and languages,” said David Ward, EMEA Marketing Systems Manager at Nikon Corporation. Nikon had three primary business drivers:

- Improvement in operational processing to eliminate manual, time-consuming tasks.
- Consistency of branding in new product releases across all channels in all geographies.
- Security – prevention of early content releases to maintain competitive edge.

## The solution

Nikon chose Autonomy’s Virage MediaBin solution to help grow its strategic online presence and enhance its brand awareness and consistency. Through the use of centralized rich media management for each product and campaign, Virage MediaBin automatically syndicates the appropriate

versions and formats on time for use simultaneously across all 33 countries ensuring that new product information and images are available for regional sales and marketing team use and are not leaked prematurely to the marketplace or competitors. Autonomy Virage MediaBin’s tight integration with Autonomy’s TeamSite solution for web content management ensures that all web properties are using the properly approved and formatted product images for seamless brand consistency.

Autonomy’s Meaning Based Marketing platform combines the powerful features of three Autonomy award-winning products: Autonomy TeamSite, the market-leading solution for content authoring, site design and layout, multivariable testing, content targeting, web analytics integrations, workflow and approvals; Autonomy LiveSite, which delivers dynamic, targeted and interactive content to site visitors; and Autonomy Virage MediaBin, the only meaning-based rich media management platform to automatically index, analyze and retrieve images, videos and other rich media assets.

Autonomy Virage MediaBin solution is the key rich media management component in HP Autonomy’s Meaning Based Marketing solution which brings meaning to content, allowing people and processes to meet both marketing and IT requirements. Nikon marketing experts can now easily and cost-effectively create and dynamically deliver highly-targeted, consistent and engaging experiences across the entire online channel and maintain brand consistency with print and other marketing channels. HP Autonomy’s technology was selected after a competitive procurement process owing to its unique conceptual capabilities, scalability, format, and language independence. The platform currently spans 35 national sites operating in 33 countries and 26 languages.

## Benefits

Autonomy Virage MediaBin is the only meaning-based rich media management platform to automatically index, analyze and retrieve images, videos and other rich media assets. Marketers can now administer all marketing initiatives, from launching a marketing campaign to up-selling customers, from a single interface.



**Efficient scalable centralized control:**

- Images and collateral for product launches are centrally authored, approved and then syndicated to 33 countries for local usage.
- Product release collateral are created in English in Japan, translated into 26 languages and returned to each Nikon country domain site in a consistent format with images fit for specific audience segment.
- Nikon is easily able to manage their thousands of assets including product images, collateral, and marketing components growing significantly year after year.

**Brand consistency and cost savings:**

- The use of the Nikon logo, branding and all product images are centrally controlled.
- All European franchises now use Virage MediaBin, rather than contracting costly local design agencies prone to creating irregular logos and undermining brand consistency.

- All Nikon employees across the world are able to self-serve for their marketing needs saving thousands of hours of manual work annually.

**Speed-to-market:**

- Images are reused across web, print and other channels to boost time-saving collaboration between regions.
- All Nikon content is built for efficient localization.
- A Europe-wide release can be issued at the click of a button.

**Security:**

- Detrimental internet leakages are prevented.
- Consistency of operational practice, centralized control of data, site-wide granular authentication of release dates and integrated security protect confidential content.



## About HP Autonomy

HP Autonomy is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. HP Autonomy's powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. HP Autonomy's product portfolio helps

power companies through enterprise search analytics, business process management and OEM operations. HP Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Please visit [autonomy.com](http://autonomy.com) to find out more.

**Sign up for updates**  
[hp.com/go/getupdated](http://hp.com/go/getupdated)

Copyright © 2013 HP Autonomy. All rights reserved. Other trademarks are registered trademarks and the properties of their respective owners. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions.

20130214\_CI\_CS\_HP\_AUT\_Nikon

