Overview

Xerox is a world leader in business processes and document technology services. Since 1906, Xerox has been creating business solutions for enterprises large and small. It currently has offices in 160 countries, and 140,000 employees worldwide.

iON Xerox is part of the Communication and Marketing Services division of Xerox, and located in the UK. The mandate for the division is to provide their clients with top level document supply chain services, and assist them with the creation, printing, distribution and management of their digital assets, to ensure their clients maintain consistent brand messaging and efficient brand asset management.

Department for Work and Pensions (DWP)

iON Xerox first began working in 2010 with Department for Work and Pensions (DWP), an UK governmental agency that has a payout budget of £90 billion per day. An audit regarding the way DWP managed its digital assets was conducted, and revealed that 100,000 employees accessed its internal branding intranet on a regular basis. Its Media Library and Job Centre Plus Brand Resource contained a combined 8,200+ images, accessed by 2,800 internal and external users. The audit also found that many of the assets were not brand compliant, are out-of-date, and are at risk of unauthorized use. The cost to run these sites were £62,000 per year.

Working with a number of departments within DWP and consulting closely with key stakeholders, iON Xerox began taking a collaborative approach to carry out surveys, create joint strategy, and identify areas where processes could be improved. The desired results were as follows:

- Saving £32,000 per year
- Brand inquiries went down from 200 to 50 per month for 10,300 active users
- 2,400 downloads a month
Key Benefits

✓ User-friendly website
✓ Allow different departments to be collaborative and contribute to centralized asset repository
✓ Better control over brand assets
✓ Users can self-help which allowed them to answer their own questions
✓ Authorized third-parties can download approved assets easily
✓ Permission-based access controls assets that can be updated
✓ And more…

iON Xerox conducted a best-of-breed review to see which solution would fit DWP’s requirements, and selected North Plain’s Xinet\textsuperscript{TM} as the preferred Digital Asset Management (DAM) solution. Once the right solution was selected, the project team took every step to ensure the solution was implemented expeditiously and adopted successfully.

As part of the implementation process, the project team leveraged the fast asset upload capability to import all the on brand assets into Xinet\textsuperscript{TM}. Any out-of-date assets were revamped then uploaded individually, or retired altogether. The project team also took advantage of the metadata capability within Xinet\textsuperscript{TM} to re-categorize all assets, and add keyword data to each asset in great detail, so that it can be located easily during searches. The goal was to provide a powerful and versatile single source of assets.

Throughout the timeframe leading up to the implementation, the project team championed the new solution internally at DWP, and performed numerous demonstrations and training sessions to educate the potential users on the new solution as well as the new processes. The concerted efforts from both the project team as well as the potential users made a huge positive impact on implementation day. On day of launch, 3,000 registered to use the new system. Five months later, there are 10,000 users using the system, which is a 100% adoption rate.
DWP gained substantial benefits from the Xinet™ implementation. Prior to the introduction of Xinet™, 350 queries regarding brand guidelines came in each month, and all had to be researched and replied manually. Since the implementation, the users themselves could answer a majority of the inquiries via the tools provided, with many users sending in accolades on how easy it is to use the system. With the budget of the project set for a one-time £54,000, and an additional £15,000 per year for maintenance, a cost saving of £32,000 per year for DWP was a major return on investment.

“For governmental organizations and financial institutions, out-of-date print versions can mean fines and legislative concerns. The fact that a government department is using Xinet is a great acknowledgement to the security aspect of the solution,” said Michelle Taylor, CMS IT Data Manager Europe, Communication and Marketing Services, Xerox UK.

iON Xerox’s assistance to DWP was a “triple-play”. In addition to providing a robust digital asset solution, its collaborative approach towards discovering requirements and helping with user adoption, as well as digitizing many of the procedures that used to be paper-based, the implementation of the Xinet™ solution prompted DWP to award iON Xerox with two distinguished Supplier Excellence Awards: Collaboration and Sustainability.

Lloyds Banking Group

iON Xerox was so effective with the DWP project, they were interested in repeating the success again. The next client they decided to implement the Xinet™ solution was Lloyds Banking Group.

Lloyds Banking Group was established in January 2009, and has the largest private shareholder base in the UK. Lloyds Banking Group has 104,000+ employees, and 30+ million customers that use its services for savings, personal loans, credit cards and mortgages. Its retail division manages over £200 billion retail savings deposits.
Brand consistency and workflow efficiency were the prevailing objectives for the Lloyds Banking Group account. As a result, iON Xerox worked with Lloyds Banking Group to leverage appropriate Xinet™ APIs to automate the process as much as possible. Default artwork, InDesign, and PDF folders were pre-packaged, so that as soon as an asset group was created, the three default directories were also created immediately every time. This standardized directory structure ensured consistent workflow and allowed users to find information easily since the same information was in the same place, every time, no matter which asset group he/she was working with. As a result of efficient workflow management, the Xinet™ solution has helped them adhere to the service level agreement (SLA) they have committed.

iON Xerox has also leveraged Xinet™’s security functions to restrict hi-resolution asset access to only authorized users, to prevent proprietary assets being distributed without consent and non-standard modifications being applied.
Xerox XDAM

With the multiple Xinet™ implementation successes, iON Xerox decided to create a solution for their internal departments as well and call it Xerox DAM (XDAM). As a result of the enormous value provided by the solution, Michelle has become the Xinet™ champion internally within iON Xerox and is introducing the solution to the entire Communication and Marketing Services division as well as their emerging market organizations. Workflows are being streamlined, and brand assets are being utilized consistently. Users are leveraging what have been created to-date, and are competently accessing and downloading the assets they needed without additional assistance. All the resulting efficiency contributes positively to Xerox’s bottom line.

“Different people use DAM in different ways. From our Communication Centre’s point of view, I have not seen another solution that goes beyond the level Xinet™ solution can be used to protect brands. That’s a huge advantage to how we provide our services. DAM will be a huge part of iON Xerox’s strategy going forward, and Xinet™ will be an integral part of that strategic offering,” Michelle added.
About North Plains

North Plains is recognized as the world leader in helping companies effectively leverage their visual media including images, graphics, videos, presentations, 3D designs and others to maximize market success. Providing a complete portfolio of products, services, and solutions, North Plains is uniquely positioned to help corporate marketers, advertisers, content creators, and publishers to be more agile throughout the creative marketing lifecycle, from the creative development process to the management and distribution of marketing and brand communications. Customers can maintain control of their visual assets and support processes globally, while improving collaboration and efficiency.

Since 1994, North Plains has helped its customers stay ahead of their rapidly changing marketing needs by expanding and evolving its suite of offerings to include Digital Asset Management (DAM), Marketing Resource Management (MRM), Brand Asset Management (BAM), Creative Workflow and more. With offices in Canada, USA and Europe, North Plains counts many of the world’s leading companies and brands among its 1,400+ clients and 1,000,000+ users.