

TBWA Modernises its Approach to DAM with Nuxeo

In Brief

The TBWA technology team utilised the Nuxeo Platform to build an application called **GAME (Global Adaptation Management Engine)** for one of the company's largest clients, to more effectively manage its adaptation management processes across its many countries, agencies and partners.

Manage Advertising Assets

TBWA knows that a successful global campaign requires highly effective collaboration with each client company and dozens of local agencies around the world, including:

- Standardised communication on a regional and global level
- Control of go-to-market timing across respective countries
- Maximising financial efficiency

A global advertising program typically requires hundreds of adaptations, each consisting of several key concurrent processes that must be completed with great care and in a timely fashion: Briefings, Transcreation, Post-production management, Rights management, Talent rights, Usage rights, Digital asset management functions and more.

TBWA utilised the Nuxeo Platform to build an application for one of the company's largest clients, to more effectively manage its adaptation management processes across its many countries, agencies and partners.

“The Nuxeo Platform has allowed us to review and assess the framework we had built so far and quickly add critical new value for our client.”

Stefan Born, Business Solutions Director, TBWA.

Build a New Global Media Asset Management Application ...in just three weeks

By actively leveraging Nuxeo's web-based configuration tool (Nuxeo Studio), which eliminates virtually all custom coding.

"We developed the new GAME application in just three weeks, with only some minor assistance from a Nuxeo solutions architect."

TBWA successfully resolved its client's specific adaptation management challenges and provided critical additional functionality, including:

- Improved collaboration during the asset creation process
- Effective automation of highly critical tasks
- Quick and easy linking from master assets to adaptations
- Complete, transparent and traceable talent and usage rights management

"An important point for us is Nuxeo does not require you to rip and replace your existing technology infrastructure. We leveraged Nuxeo's highly pluggable and extensible API to integrate activity events generated by our existing tool within custom Nuxeo workflows."

Significant New Value for All Stakeholders

Client	Agencies	TBWA
Control of all adaptations through standard, workflow-driven process	Clear workflow-driven adaptation process replaces long chain email exchanges	Greater automation and efficiency
Fully transparent, visible view into all adaptation production	Quick alignment with client company and transparent interaction on content	Greater transparency
Cost efficient and scalable resource management	Full visibility on process and easy feedback/approvals	Improved client service and satisfaction Nuxeo provides a solid foundation for future growth and expansion
Global usage rights management	Local-level usage rights management	Nuxeo provides a solid foundation for future growth and expansion