

# DAM can be much more than Asset Management

Zebra Technologies builds tracking technology and solutions that generate actionable information and insight, giving companies unprecedented visibility into their businesses by giving physical things a digital voice.

Zebra's extensive portfolio of solutions give real-time visibility into everything from products and physical assets to people, providing precise operational data not only about where things are, but what condition they are in. This allows business leaders to use data to make more informed decisions and ultimately help businesses understand how they work and how they could work better.

## ZEBRA'S CHALLENGES

- After acquisition of Motorola Solutions, Zebra had 180 days to rebrand thousands of assets
- Needed new central location to manage all the new assets
- Assets needed to have a single source of truth, but be distributed to several solutions

## TIME NOT ON THEIR SIDE

After purchasing Motorola Solutions, Zebra had 180 days to legally change all their existing and newly acquired collateral and IP to remove the Motorola logo, name, and references. In order to do that, Zebra reached out to long time technical partner, ICF Olson, to find the best platform to use to store and manage their digital assets. Through ICF Olson's discovery process, it became clear that Adobe Assets, or Adobe Experience Manager (AEM) Digital Asset Management (DAM) system, was the best solution for Zebra.

Critical to Zebra was the need to eliminate duplicated or multiple versions of their 110,000+ assets that were bloating and confusing their library. Those using the Media Library (ML) need to have it as the single source of truth for the latest version of every asset.

With more than 110,000 assets, searching for them efficiently is critical. The Media Library uses Solr for search capabilities, searching by tag or file name. To best use Solr's search power, ICF Olson and Zebra created custom forms in the Media Library to add meta data that travels with each asset. Solr and the ML also bulk index, decreasing the time it takes to upload large quantities of assets.

## MAXIMIZING EXISTING INVESTMENT

ICF Olson set about creating, with Zebra, what is now called the Zebra Media Library (ML), an all-encompassing tool for employees, partners, and Zebra sales force, to browse, search, upload, and download all types of digital assets, from marketing collateral to product images, to technical source files. Zebra first integrated their new DAM with their previously-existing PING Identify Manager SSO solution so partners, agencies, and employees can use their existing credentials to access authorized content. The ICF Olson team started with the OOTB SSO integration and customized it to work with the Zebra PING instance. The AEM DAM also seamlessly integrated with Zebra's website, also running on AEM, so assets were easily reachable and categorized for content authors.

## ICF OLSON'S SOLUTIONS

- Custom implementations with Solr to quickly index, display, and organize assets across multiple systems
- Integration with SAVO to distribute content to sales team
- Custom SSO to allow for content to be personalized to roles in the organization, external partners and customers

## RESULTS

- Migrated and streamlined 110,000+ assets to AEM DAM
- Reduced upload and organization time for marketing team with custom asset upload form

The Source, Zebra's sales portal, has more than 900 of its own assets that need to flow to salespeople. Through a custom enhancement to the DAM admin form, Zebra added fields that push specific assets labeled for the Source to the Source, in near real time, Zebra has made sure that one admin form can do the work necessary to disseminate assets across multiple systems to multiple audiences.

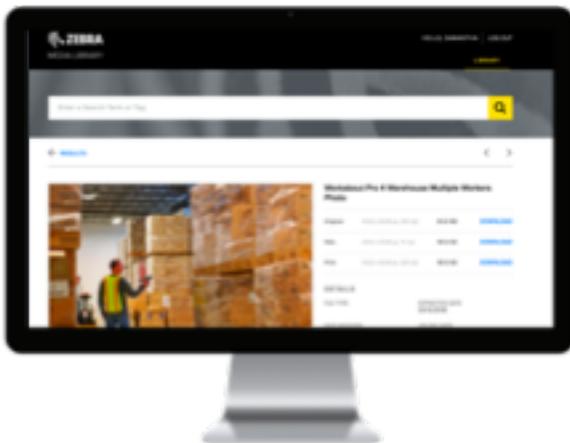
## CUSTOM ENHANCEMENTS

ICF Olson created several more custom enhancements to the DAM to allow for better management for the Zebra marketing team:

- ICF Olson created an image and PDF workflow, prioritizing hi-resolution, web, and print files as the most commonly used items, also limiting access based on user type, preventing misuse from occurring and limiting other unnecessary oversight.
- ICF Olson used the FFMPEG package that comes with AEM to create custom selected thumbnails for all of Zebra's video and MP4 files for quick retrieval.
- Using Javascript, ICF Olson changed the default icon for assets into a description of the assets, fulfilling Zebra's desire to better index assets when an image wasn't available for preview.
- ICF Olson created custom reporting from the out of the box functionality from AEM, creating on-demand reporting for business users with the ability to pull reports at any time. ICF Olson also built a custom scheduler to pull and email reports without entering the system.

## RESULTS THAT MATTER

Through smart DAM implementation and integration, Zebra and ICF Olson were able to create a central information hub for partners, sales, and business development professionals to quickly find the right assets for their specific needs. Custom tools decrease time spent uploading and tagging files, saving teams money and increasing efficiency while they continue to create hundreds of thousands of assets for their interconnected business.



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