

## Case Study

# Platform Independent Digital Asset Management System

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### THE CUSTOMER

Schawk, Inc., a NYSE listed company and a market leader in brand development and brand deployment services. Their services guide the entire lifecycle of a brand, from strategic conception to creation, production of product packaging and related promotional brand materials.

### THEIR NEED

Traditionally, Fast Moving Consumer Goods (FMCG) companies have struggled with managing changes to copies that are associated with a product and its different flavours. The biggest challenge is in maintaining the copy relationships between a product line, its brands and the different SKUs under those brands, marketed across multiple geographies and locations. A change in one copy for a product line can impact thousands of SKUs. Ensuring such changes percolate to every SKU for that product line is a mammoth task, and if not managed well, can severely impact brand identity.

While partnering with their FMCG clients to manage the brand identity of their products globally, Schawk encountered several such challenges. Those challenges gave birth to the idea of creating an automated system for managing copy workflows and relationships that would address the following:

- Manage creation and approval of copies associated with a product and its different flavours
- Manage different types of copy elements and their translations across locations
- Maintain copy relationships between product lines, their brands and the SKUs for those brands
- Ensure only the latest approved version of a copy makes it to the final output for a product
- Ensure any changes in a copy for a product line or brand is reflected in each of their child SKUs, thus ensuring brand integrity

### THE SOLUTION

Aspire put together a team of skilled analysts, architects and engineers who partnered with the visionaries at Schawk to understand the business challenges and map them to a possible technology solution. The output of the collaboration was a browser and platform independent Digital Asset Management System.



**Tools and Technologies**

JEE-based enterprise web application, Spring Framework, Hibernate, EJB, REST-Based Web Services, Flex based RIA, Apache Tomcat Version 6.0, MS SQL-Server 2005



**For more information:**

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**Key Benefits**

- Automated inheritance of copy from a parent hierarchy node reduced manual updates and errors
- Automated reports provided greater visibility on the impact of copy change across SKUs in multiple geographic regions
- Automated configurable workflow made copy creation and approval processes efficient, and reduced time to market of online copy content by 66%

**ABOUT ASPIRE SYSTEMS**

Aspire Systems is an Outsourced Product Development firm committed to helping our customers build software products better and faster. We work with some of the world's most innovative Independent Software Vendors and software-enabled businesses, ranging from start-ups to established industry leaders, transforming the way software is built.

Aspire provides complete product lifecycle services, ranging from new product development and product advancement to product migration, re-engineering, sustenance and support. Our product development teams are spread between our Global Innovation Center in Chennai, India and offices in the United States, UK, Germany and UAE.