

WEBNATIVE PORTAL in action

Five **case studies** that demonstrate the power of metadata-driven asset management

Here is a snapshot of how the world's largest branding and advertising agencies, consumer manufacturers and photo imaging labs use Xinet WebNative Portal to save staff time, offer more services and increase revenue. To read more about the Xinet WebNative platform and to view video case studies, go to www.xinet.com.



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JARDEN CORPORATION



JARDEN CORPORATION, one of the world's largest manufacturers of consumer products such as toasters, electric kettles, coffee makers, fans and blenders, chose Xinet WebNative Portal to manage its huge stable of brand assets, realizing a return on investment in its first year with the WebNative enterprise asset management platform.

With 17,500 employees and offices worldwide, Jarden chose Xinet WebNative Portal to customize the Web access points of its well-recognized brands such as Sunbeam, Mr. Coffee, Oster, Rival, Holmes and Crock Pot.

\$3.5 Billion Consumer Manufacturer Jarden Chooses Xinet WebNative Portal for Customization and Security

“We chose Portal because we wanted to customize the look and feel of each site, and because of the amount of people accessing the

sites,” said Brad Straka, Director of Creative Services at Jarden Consumer Solutions, which is owned by the Jarden Corporation.

“When users go to each Web site, we want each page to be unique to that brand. Sunbeam should have a different look and feel than Mr. Coffee. The best way to customize it was with WebNative Portal,” Straka said.

WebNative Portal also satisfied the security issues that Jarden Consumer Solutions had regarding protecting its brands while sharing assets via the Internet with brand managers, product managers, sales, field sales, corporate, remote Jarden offices and over 26 advertising agencies.

“Our Portal folder structure allows us to control which group of users has access to what area. With Creative Services departments in Boca Raton, Boston, Miami, Asia and Canada, we restrict the ability to

download high-resolution files from our working server until the files are final,” Straka said. “For example, restricting high-resolution access by user name and password means that brand-approved images for the Sunbeam brand won't be used incorrectly by a manager of the Oster brand without permission.

“Portal offered answers to our security concerns so it really was the perfect fit for what we needed,” he said. “With Portal, we can actually share our assets with the other servers that we have across the world so there is savings from adding the same solution to different locations. It's really allowed us to grow and grow quickly.”

Straka said the company had estimated that it would save \$150,000 in labor with its asset management system in the first year, but actually hit that mark and saved that amount in just the first three months. ::

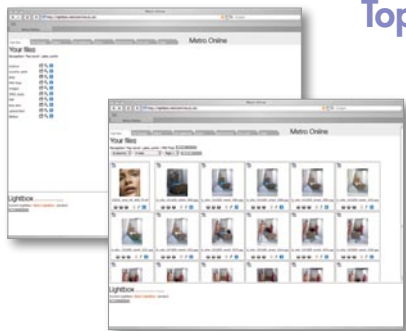
METRO IMAGING



WITH 180 EMPLOYEES, six photography studios in four London locations, and 15 million + pounds in revenues, Metro Imaging is Great Britain's largest professional photography and imaging laboratory. Their client base includes 3,000 photographers and corporate clients catering to the retail and fashion sector, including Gap, Prada and Marks & Spencer.

Xinet WebNative Portal Gives Top Photography Lab an Edge

As photographers shifted from shooting film to shooting digital photography, Metro Imaging turned to Xinet WebNative as a means for developing a new service—named Metro Online—where photographers could display, share and archive their digital images via the Web.



“With WebNative, our photographers and clients could do custom downloads of high- and low-resolution images, but for our needs, we found WebNative to be limited in its customizing functionality,” said Jake Curtin, Technical Manager, Metro Imaging.

“Portal allowed us to develop WebNative further to give photographers and clients their own individually customized online digital lightboxes, much like a contact sheet from the old days of film photography. Now Metro Imaging clients each have their own accounts with Metro Online and can send digital lightboxes to their clients for edits and approvals,” Curtin said.

This individualized service gives Metro Imaging an edge over its competitors and has increased its business.

“Portal has allowed us to be more flexible. It gives us a value-add quality that our competitors don't have.” Curtin said. “It's boosting business in that nobody else in our sector has gone to these lengths to offer such a polished product.”

Metro Imaging has at least 500 people internally and externally using Portal everyday and the feedback is very positive.

“Our clients love the fact that they can get at their digital images whenever they want and from wherever they are, and that their clients can access it whenever and wherever they are,” Curtin said. ::

PI MEDIA



PI MEDIA bought Xinet WebNative Portal last year to develop customized sites for Tilley outdoor hats, Thermos, and Loyalty Group, owners of the “Air Miles” plan, and immediately discovered that the technology paid for itself—and then some.

Based in Toronto, Pi Media is Canada’s largest content-creation company, with 400 employees who design targeted marketing and advertising campaigns and create proprietary tools for clients like Levi-Strauss, Sears Canada, Telus and Broder Brothers.

“We use Portal to build customer-facing sites that become dealer sites for our clothing manufacturer clients. These manufacturers

then use these sites for their own retailers, who log on to access the images,” said Dave Ballantyne, VP of IT and Advanced Technology at Pi Media.

“It’s a profit center because it’s pay per use. We track everything in the logs, then report back to the customer how many downloads per month. We charge customers either per download or per how much storage they’re using,” Ballantyne said.

An additional benefit of Portal is that Pi Media can do a lot of “quick and dirty customization” with the Web interface without resorting to JavaScript development, Ballantyne said.

“WebNative Portal gives companies the ability to create a unique, customer-focused DAM offering rather than just a cookie-cutter DAM offering for their customers. It increases

customer satisfaction by giving customers what they want,” Ballantyne said.

“Our clients like the speed of development and the lower cost of custom asset management. They don’t even know it’s Portal. It’s transparent to them. As far as they are concerned, we’ve built a custom asset management solution especially for them. That’s what clients always want.” ::



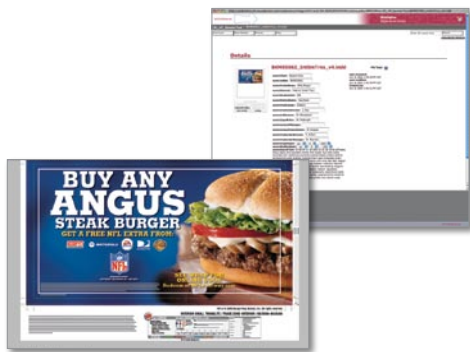
**Xinet WebNative Portal A “Profit Center” for Pi Media,
Canada’s Largest Content Creation Provider**

YOUNG & RUBICAM

YOUNG & RUBICAM BRANDS

YOUNG & RUBICAM BRANDS, ranked by Advertising Age as one of the world's largest agencies with nearly \$500 million in revenue, chose Xinet WebNative Portal to give its clients, prepress vendors, agency marketing and account departments access to digital assets, and saved thousands of dollars in fulfillment work.

Examples of the blue-chip brands managed by Young & Rubicam Brands, an umbrella agency for marketing services providers such as the advertising agency Y&R and direct marketer Wunderman, include Burger King, Miller Brewing, Chevron, Sears and Home Depot.



Young & Rubicam Uses Xinet WebNative Portal to Save Money and Keep Clients Happy

Young & Rubicam Brands' clients navigate a database of online folders and files using WebNative Portal from any Web browser to browse thumbnail versions of their branded assets and to download images.

"Xinet alone has saved the equivalent of two people on my staff who used to have to do that kind of fulfillment work of finding and distributing assets on CDs and DVDs. Now it's self service for the clients," said Steve Gleason, Director of Studio Services.

"Xinet WebNative has allowed us to get very enmeshed with our clients. In the agency environment, with the high turnover rate that you have with clients — 'the client churn' — we are making it harder for our clients to disengage from us," Gleason said. "Our bigger clients are very vocal about how much they enjoy working with our

studio environment, and how we are able to be so responsive to them. We couldn't be as responsive if we didn't have the Xinet solution."

Additionally, clients like the fact that Portal gives them access to their digital assets, but keeps their assets secure within a firewall.

"The big advantage of Portal for us is being able to generate different user interfaces for different constituencies, while satisfying the IT requirement that the files exist inside the firewall," Gleason said. "It's just proxy access with a display layer, so the clients are happy, and we are able to again use the same files different ways with different users and narrow down their experience so they just get what they want." ::

CRUSH CREATIVE



CRUSH CREATIVE, a commercial graphic communication and imaging center in Burbank that caters to the film, television and retail industries, is using Xinet WebNative Portal to create Web sites where its movie industry and retail clients can purchase image graphics online with a credit card or purchase order number.

Crush Creative Uses Xinet WebNative Portal for Online Ordering

“In our business, we have to keep a competitive advantage in order to compete against all the other companies in Los Angeles. A lot of our clients are asking for this right now, the ability to order online,” said Brain Rahming, Information Systems Manager of Crush Creative.

Crush Creative first bought Xinet WebNative Portal in early 2005 because their clients wanted an easy way to upload and download images and files via the Internet.

“Portal helps us customize Web sites for our clients and makes those Web sites more unique to them,” said Rahming.

With Xinet WebNative Portal, Crush Creative can easily build a secure Web interface that is branded uniquely to each client.

“With our large movie studio clients, we put more things on that site to customize the look and feel for that particular company. Then we can set up a customized user name and password so, it’s secure,” Rahming said. “With Xinet WebNative Portal, we can offer more services to our clients and can post things really fast. We don’t need a

team of programmers. Any employee can actually manage it for you. You don’t have to spend months developing asset management software, Portal already has it.”

Rahming said the fast customization and easy secure access of Xinet WebNative Portal satisfies a growing need among Crush Creative clients.

“Everything’s going to the Web now. Everything nowadays is a Web application. Everybody wants Web access. So, we already have it for them. And it’s easy. If you know how to use a Web browser, you can use Xinet WebNative Portal to download and upload an image.” ::