



Digital Asset Management Case Study – Rayovac

Challenge:

Rayovac is one of the world's largest consumer battery companies. Its products are sold around the globe. The company faced a challenge in supplying its print vendors with the correct images, templates and information for coupon pads. In addition to creating a significant chance for more error, Rayovac's workflow process was time-consuming. The company found it impossible to keep track of its graphic assets and locate them for reuse.

Solution:

CGXSolutions developed a Digital Asset Management system to manage and protect Rayovac's graphic assets and to streamline the company's printing workflow process. In addition to images, the online library includes templates for existing coupon pads. New templates are added as they are created.

Results:

To produce the coupon pads, users follow a few simple steps. They upload new images, which are added to a "basket" containing the template and any existing images. They fill out an order form with the information required for typesetting. The system automatically attaches the files from the basket to the order form and sends it to the printer by e-mail. Rayovac has saved time and eliminated the chance for errors in the production of its coupon pads.