

Case study

Nikon Europe B.V. efficiently manages rich media assets with HP MediaBin



HP Marketing Optimization solutions help grow strategic online presence

Industry

Imaging technology

Objective

Manage globally-distributed rich media to grow strategic online presence and boost brand consistency and security

Approach

Engaged with HP Marketing Optimization team to outline requirements and design solution

IT matters

- The HP TeamSite platform currently spans 35 national sites operating in 33 countries and 26 languages
- Improved operational processing to eliminate manual, time-consuming tasks

Business matters

- Increased brand consistency in new product releases across all channels in all geographies
- Increased security to prevent early content releases and maintain a competitive edge



“HP has provided us with a best-of-breed, end-to-end solution that allows us to control and secure the way our brand is utilized by our national sales organizations, whether in a product release or on one of our microsites. The objective has been to give our hard-pressed local staff time to focus on analysis, creative promotions and customer contact whilst maintaining consistency of message and presentation.”

– Spokesperson for Nikon Europe B.V.

Increasing efficiency, brand consistency, and security

With a corporate mission to improve their marketing practices and better target regional characteristics, Nikon Europe B.V. had a strong desire and motivation to find the right technology to help it achieve its corporate goals.



About Nikon

Nikon Europe B.V. is a division of Nikon Corporation, which was founded in 1917 and is a world-leading provider of optics and imaging technology with over 26,000 employees worldwide. Nikon Europe B.V. markets consumer and professional products in 33 countries and 26 languages.

Challenge

Growing a strategic online presence

To help grow its strategic online presence and enhance brand awareness and consistency, Nikon Europe B.V. chose HP MediaBin to enable centralized rich media management for each of its products and campaigns. HP MediaBin automatically syndicates the appropriate versions and formats, on time, for use simultaneously across all 33 countries, ensuring that new product information and images are available for regional sales and marketing team use and are not leaked prematurely to the marketplace or competitors. The tight integration of HP MediaBin with HP TeamSite for web content management ensures that all web properties are using the approved and formatted product images for seamless brand consistency.

The HP digital experience platform combines the powerful features of three award-winning products:

- **HP TeamSite:** The market-leading solution for content authoring, site design, and layout, as well as multivariable testing, content targeting, web analytics integrations, workflow, and approvals
- **HP LiveSite:** Delivers dynamic, targeted, and interactive content to site visitors
- **HP MediaBin:** The only meaning-based rich media management platform that allows you to automatically index, analyze, and retrieve images, videos, and other rich media assets.

Solution

Rich media management solution

HP MediaBin is the key rich media management component of the HP suite of marketing optimization solutions, which bring meaning to content so that organizations can meet both marketing and IT requirements pertaining to users and processes. Using HP MediaBin, Nikon Europe B.V. marketing experts can now easily and cost-effectively create and dynamically deliver highly targeted, consistent, and engaging experiences across the entire online channel while maintaining brand consistency with print and other marketing channels.

The HP technology was selected after a competitive procurement process that identified its unique strengths, including conceptual capabilities, scalability, format, and language independence. The platform currently spans 35 national sites operating in 33 countries and 26 languages.

Benefits

Single interface for marketing

HP MediaBin is the only meaning-based rich media management platform to automatically index, analyze, and retrieve images, videos, and other rich media assets. Marketers can now administer all marketing initiatives, from launching a marketing campaign to up-selling customers – all from a single interface.

Customer solution at a glance

Software

- HP MediaBin
- HP LiveSite
- HP TeamSite

Efficient scalable centralized control:

- Images and collateral for product launches are centrally authored, approved and then syndicated to 33 countries for local usage
- Product release collateral is created in English in Japan, translated into 26 languages, and returned to each Nikon country domain site in a consistent format with images that fit the specific audience segment
- Nikon Europe B.V. is easily able to manage their thousands of assets, including product images, collateral, and marketing components growing significantly year after year.

Brand consistency and cost savings:

- The use of the Nikon Europe B.V. logo, branding, and all product images are centrally controlled
- All European franchises now use HP MediaBin, rather than contracting costly local design agencies that were prone to creating irregular logos and undermining brand consistency
- All Nikon employees across the world can use self-service capabilities for their marketing needs, saving thousands of hours of manual work annually.

Speed-to-market:

- Images are reused across web, print, and other channels to boost time-saving collaboration between regions
- All Nikon content is built for efficient localization
- A Europe-wide release can be issued at the click of a button.

Security:

- Detrimental internet leakages are now prevented
- Consistency of operational practice, centralized control of data, site-wide granular authentication of release dates and integrated security protect confidential content.

Learn more at hpengage.com

About HP Marketing Optimization

HP Marketing Optimization empowers organizations to understand and engage audiences, reach new customer segments, and deliver dynamic and personal experiences across every channel, including print, web, contact centers, and augmented reality. With a portfolio of industry-leading products, including HP Exstream, HP TeamSite, HP Qfiniti, HP Optimost, and HP Aurasma, marketers can increase revenue, conversion rates, and customer loyalty using the diverse and growing volume of information that powers today's world.

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