

# The University of Arizona Case Study

How The University  
of Arizona manages  
their digital assets  
and collaborates  
seamlessly



# Overview



## Bringing consistency to the way they store and distribute their digital assets and brand image

The University of Arizona (UoA) was founded in 1885 and currently serves over 44,000 students, spread across various campuses, as well as delivering their courses online.

With the number of assets, staff and teams increasing year on year, their requirements for a digital asset management solution lead them towards partnering with IntelligenceBank as their DAM and BrandHub software provider in 2020.

With this implementation came a better way for them to store, share, and search their library of assets. Additionally, features like **Proofing and Feedback Workflows**, made it possible to not only bring order to their digital assets database but also increase their efficiency and ease-of-work when delivering new projects.

“ Having a DAM helps improve efficiency, as we spend less time sifting through our assets ”



**Garrett Flora**  
Application Analyst, Developer  
**The University of Arizona**

# Challenge



The University of Arizona has many disparate units across their campus – Faculties, Schools, Departments, Programs, Partners etc - with each having its own methods of handling assets.

With different methods of storing, sharing, and retrieving assets, there was no standardization to ensure that everyone was working efficiently and with the correct assets.

Their ability to search for assets also needed an upgrade. There was significant time wasted locating what they needed and re-producing assets that already existed, simply because they could not be located.

**“ Having a DAM gives us a central repository that helps us better standardize how we store and tag assets, making them easier to locate and share ”**

**Garrett Flora**



# What the University of Arizona needed:



## A central repository

A single source of truth location that they can pull correct approved assets from.



## Ability to share

A solution that allows them to easily share assets internally among staff, as well as externally to vendors and partners in a secure manner.



## Improve efficiency

An interface and platform experience that would cut down the time it takes to find assets and minimize administrative bottlenecks.



## Determine what assets are actually needed

Clear visibility of what assets are needed for each project based on what they already have.



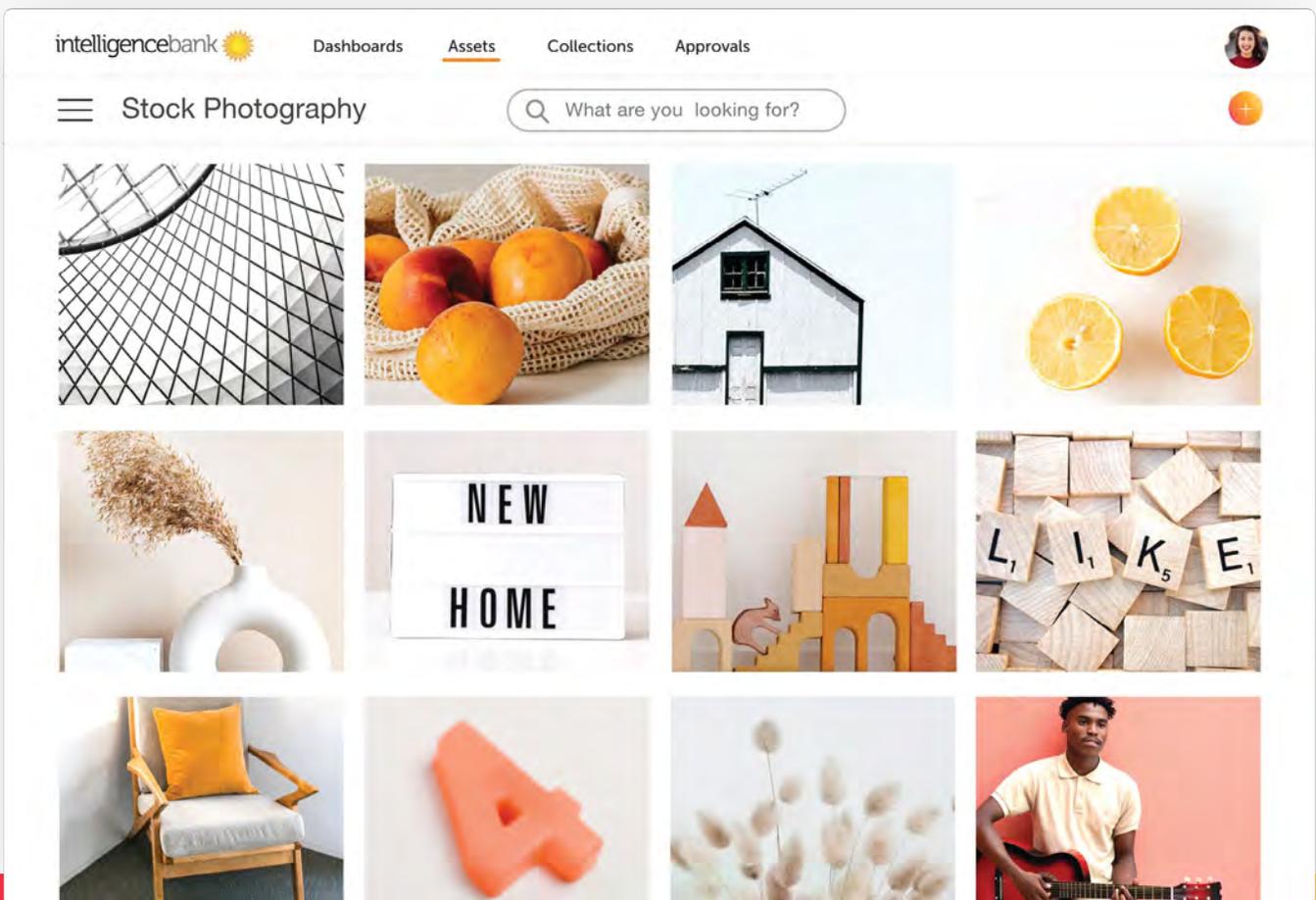
## Built-in proofing / feedback workflow

Simplify the process of getting assets from initial draft to production ready.



# Q. Why is DAM important for The University of Arizona?

**A.** It takes a significant amount of content to support all of the audiences, departments, and programs at higher education institutions. With a robust Digital Asset Management platform universities are able to create a searchable, shareable library of photos, images, documents, videos, and other creative assets - allowing various teams and departments to self-serve approved content securely.



# Solution



To meet UoA's requirements for a complete system that would effectively manage their assets and empower their various teams, they implemented IntelligenceBank DAM and BrandHub software. DAM and BrandHub software increased UoA's efficiency, standardized their processes, and ensured that only approved versions were being accessed and used. With the added benefit of built-in proofing, their method for requesting and submitting feedback has also transformed.

Implementing this solution improved brand cohesiveness University-wide and helped save time, money and effort while minimizing inconsistent, off-brand executions across departments.

## One place to store everything

A centralized location that everyone can access with lightning fast search, AI tagging and magic links. This new home for UoM assets was a game-changer in the way the university uploaded, stored, and managed content, all from one secure location.

Their new robust DAM ensured that they could control what assets were available to who, as well as making updates easier and real-time publishing to be accessed by all.

## A self-service system for departmental communication teams

The University of Arizona drastically reduced their turnaround time for asset requests by centralizing all of their files — with searchable metadata — in the Collective. Now departmental communications teams can easily access and use brand-approved imagery and videos when needed.



## **Share easily and confidently, internally and with external vendors**

Sending or sharing assets as email attachments is outdated. With IntelligenceBank's DAM, they are now able to send assets of any size or type directly from their DAM using a shareable link. This allows the safe sharing of assets outside their organization to vendors and partners, with assets only being available to those who have been granted the correct access through granular permissions, usage rights, performance data and reporting.

## **Keep the brand creative and experience fresh**

Make sure the Brand Portal interface is at a standard that you're expecting the UoA brand to be.

Deliver your brand identity as an interactive, digital experience. Their online brand portal allows the standardization of brand deliverables. Everything from creation to sharing and usage in one dedicated place. Accessible for everyone involved and beautifully designed by you.

## **Clear visibility of what assets are needed for which project**

When starting or updating a new project, UoA can now easily search their library of assets to see if they need anything. Global filters and keywords enabled them to provide a unified approach to the application of metadata and keywords across the university.

This helps save time and money by only creating new assets when needed, and not just when they can't find them. They were now also able to easily convert images and videos into different sizes and file formats directly within their DAM – eliminating significant amounts of remedial editing with standardized presets that crop files perfectly to size, and removing the need to convert files in third-party software.

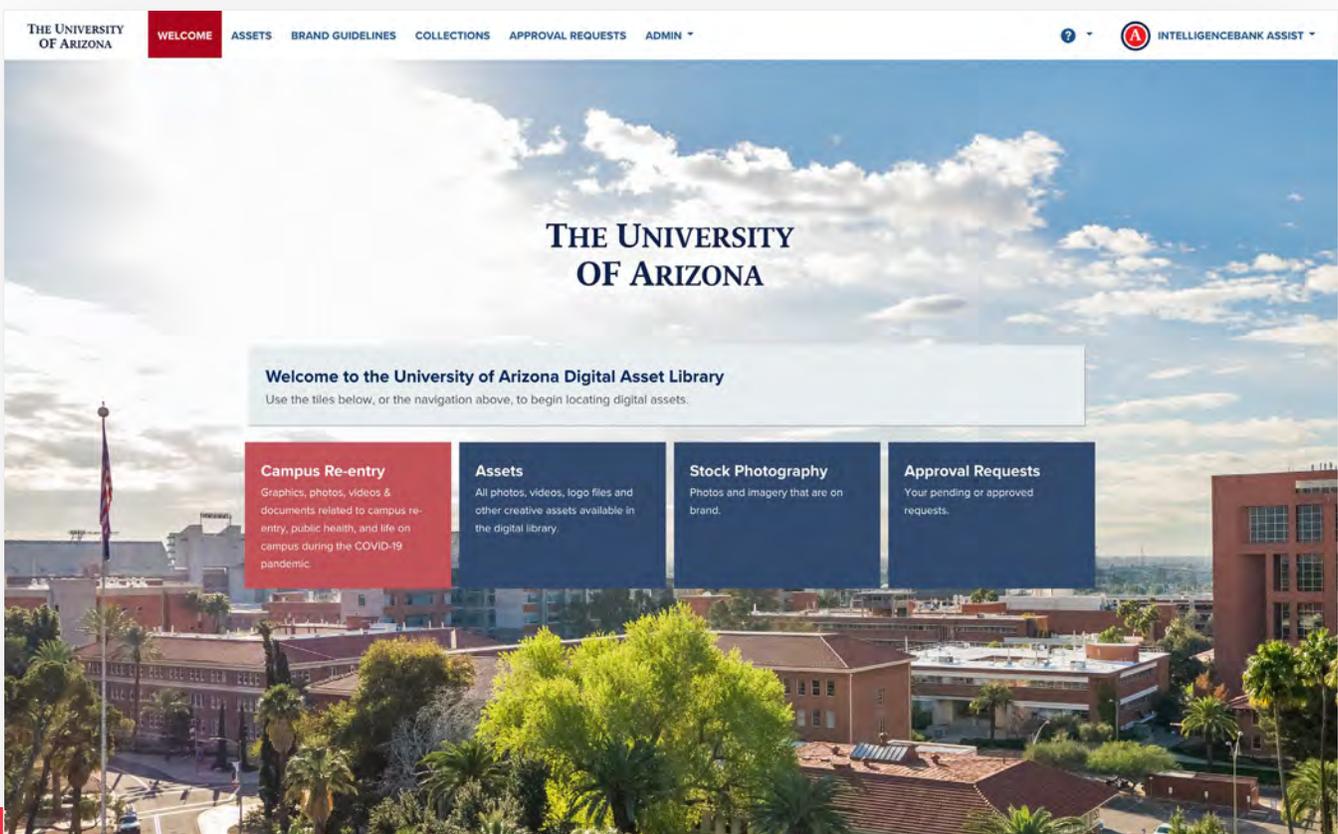
## **Proofing and feedback workflows**

The approval/proofing workflow has allowed UoA to keep better track of the progression of projects and ensure they are working as efficiently as possible - allowing teams to mark-up documents, images, videos, and other types of files with annotations, comments and allowing version control. Each division at the university is able to tailor their workflows to their specific needs and teams.



# Q. Why is an online Brand portal important for The University of Arizona?

**A.** A University's brand can be its biggest asset. It represents a promise based on academic offerings, student experience, and institution's prestige. Maintaining Brand Consistency when brand assets are used by so many different departments is a challenge that a static PDF just can't deliver on. An online brand portal controls the integrity of UoA's brand - while keeping it up to date in real-time.



# Outcome



With their adoption of IntelligenceBank's DAM and BrandHub software, The University of Arizona modernized their marketing, saved time, reduced risk and unleashed the power of their content.

**27,000+**

Stored assets  
manage

**1**

Secure  
location

**7.1TB**

Of storage  
space

**3,700**

Stored assets  
manage

**338+**

Secure  
location

**Automated  
marketing**  
with branded templates



# Do you want to learn more?



At IntelligenceBank, our mission is to provide an effective and tailored solution for organizations. That's why we work closely with our clients like The University of Arizona and listen to their unique challenges carefully to successfully address them with a bespoke solution.

Using our Digital Asset Management and Online Brand Portal.

The University of Arizona was able to empower their brand and ensure their digital assets would be consistently well-managed across their wide network.

We all know that the strength of a brand comes from its quality and consistency. If you would like to know how you can sustain a consistent brand experience for your customers to uphold the integrity and relatability of the brand - worldwide - our friendly experts are just an email or phone call away.



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