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Page 1

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News Track

Jane's selects Picdar to mobilise its defence, aerospace and transportation digital assets

JANE'S INFORMATION GROUP, online information provider and publisher of reference and analysis titles such as Jane's Defence Weekly, Jane's Fighting Ships and Jane's All the World's Aircraft, is set to streamline and improve its management of over 100,000 digital assets, including images and PDFs, with a digital asset management (DAM) solution from Picdar.

Working as an integral part of the publishing process, the DAM solution, Media Mogul(r), will empower a dynamic and progressive workflow to update the publication process for titles including Jane's World Air Forces. This title is a vital resource providing a detailed list of the aircraft available to each of the world's air arms, and features the AH - 64 Apache helicopter gun-ship (pictured). Essentially, Media Mogul(r) enables Jane's to increase its publication efficiency and save hours each day finding and reusing critical assets and information.

Recognised as the authoritative source for defence, aerospace and transportation information, Jane's chose to work with Picdar after seeing the strength of its existing user base and the success of the solutions provided for other publishing clients. It was also considered more scaleable and better supported. Media Mogul(r), will be rolled-out in two stages, and will replace a legacy asset management system. Refining the whole publication process it will centralise the different publishing methods, integrating the content management processes and legacy databases at Jane's.

Media Mogul manages all digitised files such as images, graphics, movies, recordings, text, logos, documents and web pages - 'digital assets' - enabling easy and timely enterprise-wide access. It also feeds efficiently into traditional and new media publishing channels. It allows cost and time savings by making it easy to find and reuse new and existing digital assets from across the business. It can also enhance the quality and consistency of the published product across disparate global locations by providing fast access to a wider choice of assets, by giving control of how assets are used globally, and allowing more time for the creative process.

Picdar is the UK market leader in scaleable, Digital Asset Management (DAM) and text/image workflow systems for organisations where publishing is a core business function. Typically these are organisations like newspaper and magazine publishers, corporate marketing departments and picture libraries. Picdar's solutions allow users to reuse digital assets for original and new purposes - for example for syndication or across to other media such as the web.

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To receive more information about Picdar Solutions Click HERE