Providence College

Using the Merlin DAM to share important messages to alumni and partners.

PROVIDENCE
COLLEGE

Providence College's Division of Marketing and Communications works to develop and communicate the institution's brand, while providing marketing and creative services that support all forms of print and digital messaging.

Providence College has been a user of the MerlinOne DAM Solution since 2013, using it to manage photo, print publication, web, and social media content.

"We never could have managed our volume of branded content today without Merlin."

- Kristen Lainsbury
Director of Marketing & Creative Services

GOALS

Collaboration
- The ability to share content more efficiently.
- To allow for more efficient collaboration between editorial and creative services teams.
- To create collections access for other college departments, allowing for better collaboration.

Control and Scalability
- Applying meta-tags and keywords to all digital assets, creating a more searchable collection.
- Having a system that easily scales as the volume of the collection grows.
- Compressing the time frames of image requests, image reviews, and approvals.

Save money and boost efficiency
- Improved DAM access through a web application.
- Better management of content access through roles and permissions.
- Operational cost efficiencies realized through the SaaS solution.

SOLUTION

- Merlin's browser-based SaaS user interface allows access to the DAM from any device.

- Granular access permissions enable easy collaboration and use of content, but with a layer of security unmatched by other methods.

- Merlin DAM is easily scalable to accommodate tens of millions of assets.

- Education industry users include marketing and brand teams, publishers, creative production teams, and alumni communications.

- Merlin's Workflow Engine automates manual tasks and speeds up tasks that once took weeks, saving time and money.

- Get content to market faster when you are able to find and use content faster. Cut off weeks of development time and get content quickly to users and alumni.

- Save money by repurposing assets. Reduce risk with version control and DRM. No more lost assets, or waiting for delivery.

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Case Study

MerlinOne

Joe Carr
Associate Vice President
Providence College

Merlin: What are some benefits you've experienced with the deployment of MerlinOne at Providence College?

Joe: "The introduction of metadata to the collection has been the most significant key to success, as it makes our digital assets searchable. Before MerlinOne, we stored our collection on DVDs, cross-referenced through catalogs and contact sheets. A searchable collection has increased efficiency, allowing for faster turn-around and a higher volume of brand-based collateral content."

"Secondly, the centralized environment makes the management of archived assets available to our entire team – and outside collaborators – so that we can work efficiently and collaboratively."

"Lastly, we have been able to create and manage more content than we thought possible before the deployment of Merlin."

Merlin: What benefits does the Merlin DAM give you that you didn't have before?

Joe: "MerlinOne has created a much-needed and highly valuable level of access to digital content, augmented by the valuable application of metadata to the collection and efficient centralized access. This type of access was not possible with the processes we used before MerlinOne came along."

Merlin: What has been your experience with MerlinOne?

Joe: "The MerlinOne team is invested in our success. Knowledgeable personnel help us address issues, they provide valuable information, and suggest best practices that we can employ in our day-to-day work."

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