

USER SUCCESS STORY: BUCK WEAR

 **MediaBeacon**[®]
An ESKO Company

CASE STUDY



Buck Wear is a clothing company that caters to the outdoor enthusiast. Since the company started selling t-shirts at a hunting show in 1992, it has expanded to include apparel for men, women, and children through their online store and a wide network of dealers. The targeted imagery and messaging on their products that mirror the strong viewpoint of their audience drove Buck Wear to experience successful growth over the years.



As they continued to gain traction, Buck Wear needed a Digital Asset Management (DAM) solution that could provide valuable insight into the company and keep up with their perpetual growth while maintaining the strength of their messaging. Buck Wear chose MediaBeacon as their technology partner because of the ways the solution met the primary DAM needs for the apparel company.

Buck Wear Need

Accommodate growing sales requests for existing graphic files

Storage and cataloging capabilities for their growing collection of assets

Efficiently use limited digital storage space

Increase security and control over intellectual property

Customization and scalability to meet specific needs

Prevent loss of work

MediaBeacon Solution

Powerful search tool to reduce time finding assets and intelligent facet search for smart asset organization

Advanced metadata options to help categorize and store assets with identifiable information attached to them

Single solution where everything is stored and searchable so re-use of assets is easy and less files are needed

Increased accessibility for the sales team to easily retrieve the assets they are looking for directly from the DAM without having to download and install additional software

Custom fields are easily added without system downtime, allowing Buck Wear to specifically adapt the tool to fit their unique workflow. The customizable interface allows for workspaces to be created that fit the varying jobs and tasks performed every day within the system

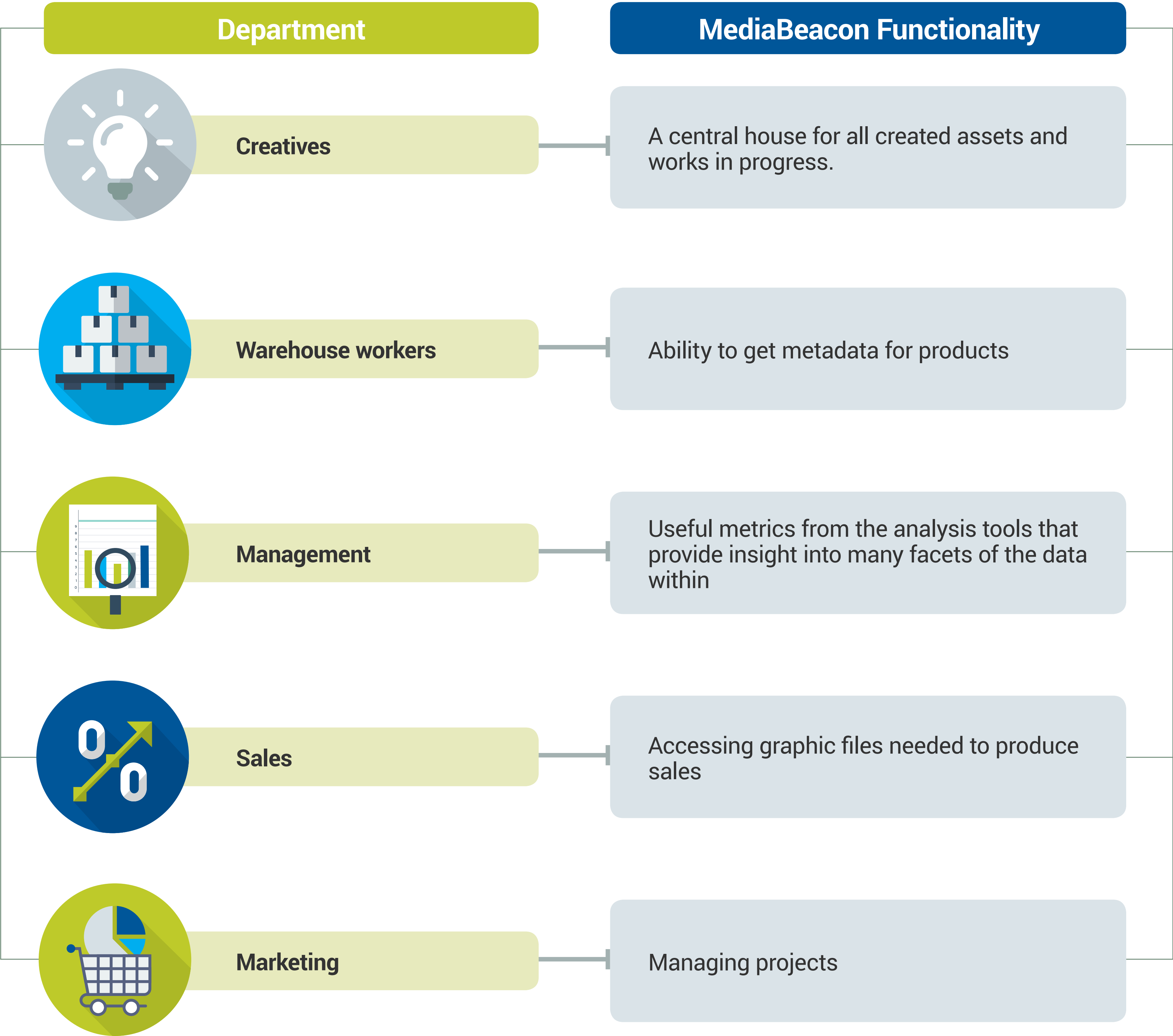
Easier long-term cataloging so assets are appropriately stored and available for future use

A top priority for Buck Wear was being able to share their assets across multiple departments. They needed a DAM to help save time finding and distributing assets and to help make sure their products were being accurately and consistently designed and promoted.

MediaBeacon provided a DAM that became the single source for teams to quickly find, download, and use the images they needed for sales, marketing, and product development.

With a rotating collection of apparel, Buck Wear needed a system that could help them track how and where their designs were being used. With MediaBeacon, they were able to track which designs were performing well to help them anticipate the success of future designs and focus on the apparel that appealed to their audience the most.

Buck Wear also noticed a big difference in operations quickly after implementing MediaBeacon. They found the solution to be a valuable time-saving tool across every department in the entire organization.



Multiple teams working together in a single system creates a time-saving, cohesive environment that promotes operational efficiency and brand consistency.



The reporting capabilities of MediaBeacon made it possible for Buck Wear to gather critical business information that helped continue their success.

Amy Arnold, Buck Wear's DAM Manager and Cybrarian, found increased accountability and insight into the work being produced and managed in the DAM. She is now able to generate stats and reports that were never possible before implementing the solution.

"MediaBeacon significantly improved the insight we have into our company. Now we're able to realize how much design effort makes it into production and how many files our Sales team retrieves without needing assistance," said Amy.

These reports revealed information like what designs were going to press and which ones weren't selling or were unpopular. With this information, Buck Wear can more accurately determine which designs are the most valuable to the company.

As Buck Wear continues their growth, they know that MediaBeacon's intelligently designed modular architecture will be right there to grow with them. As Amy puts it,

"everyone on the MediaBeacon team has been painfully nice and great to work with. The support team is great at getting back on issues quickly, and I've had no major issues. It's gone pretty smooth as far as I'm concerned."

(We think Amy is pretty great to work with, too)

TIME SAVING

16K+

Number of assets the Sales team was able to self-serve in just a few months





About MediaBeacon

For over twenty years, MediaBeacon has been committed to delivering best-in-class Digital Asset Management (DAM). We Innovate. **We Partner and Collaborate. We Deliver.**

In fact, innovation is the foundation of our identity. Through Partnership with our Customers, we empower them to deliver their vision globally from **concept to consumer**. Our Digital and Marketing Asset Management solution enables this through **powerful workflows, best-in-class asset management and analytics** for both digital and physical assets.

As part of Esko, a member of Danaher's Product Identification (PID) Platform, we have the solution and the Team to help you create, manage, publish and analyze your assets. We are passionate about our Team, who realizes that our Customer's success is our success.



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