

Customer

Fortune 500 Software Company

Industry

High-tech/Software

Location

Global – clients in offices around the world, project sponsors in California and Sweden

Objectives

Insure proper/legal use of creative assets and other intellectual property

Provide single place to go to find marketing assets

Enable re-use of assets instead of re-creation to save cost

Approach

Develop a business case with input from key stakeholders from 15 different countries and obtain senior management support

Drive a global vendor selection process, involving stakeholders on three continents

Pilot implementation:

- Staggered global roll-out including training of internal and external users world-wide
- Definition and adaptation of business policies and processes

Results

Solid business case for a global implementation approved by CMO

Vendor selected with finalized contract within two months

Successful first global pilot within 10 weeks

One year after project start: 7000 assets, 1000 users in 35 countries – The DAM solution is the single place to look for marketing assets

Improved intellectual property protection and adherence to asset usage requirements

What the customer said

"FitforProjects provided an excellent framework and structured methodology to get us through this project phase and ensure global adoption of the new practice. Their team members worked smoothly and seamlessly across the different time zones and provided outstanding service. They are the best boutique consulting firm I have worked with and I am happy to recommend them"

Sr. Marketing Director and Customer Sponsor

If you would like your business to experience similar results, contact us at contact@FitforProjects.com