

brand asset manager



RETURN ON INVESTMENT

TYPES OF BENEFITS

- The ROI of Rumble RNI™ Enterprise has many components, only some of which are accessible to quantitative analysis. Soft or strategic benefits returns can easily outweigh the more readily measurable hard benefits.

Business Value of Hard Benefits	Year 1	Year 2
Typical Reduction in Pre-Press Marketing & Distribution Budget	13%	20%
Typical Reduction in Production Cycle Times	32%	

HARD BENEFITS

- **Productivity Gains**

	Typical Time Improvements
Less File Searching	60%
Faster workflows	32%
Less file administration	24%
- **Cost Savings**

	Typical Improvement
Re-use of creative assets	↑100%+
Duplication of creative work	↓80%+
Fewer physical movements	↓25%+

SOFT BENEFITS

- **Strategic & Tactical Benefits**
 - Retention of knowledge
 - Projects more responsive to market
 - Protection of Brand Value
- **Revenue Enhancements**
 - Support for retail operations
 - Support of vast online catalogues
 - Customised partner collateral

NOTE: The benefits outlined above are based on case study modeling by the developers of Rumble RNI™ Enterprise. Such figures will vary by organisation and scope of deployment. Findings are generally consistent with those of research organisations that specialise in media workflows such as Gistics Inc. of Boston

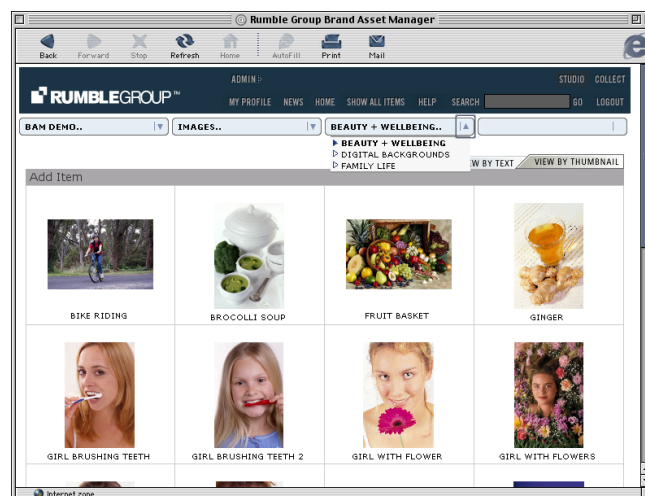
Creating significant and immediate efficiencies to all aspects of IP, brand and marketing resources management whilst creating quantifiable savings and benefits for any enterprise.

Brand Asset Management. Brand (the most valuable corporate intangible) is communicated via marketing communications that range from simple flyers to entire media campaigns. These communications are in turn composed of many thousands of brand assets. Brand assets include trademarks, images, copy, templates, video, style guides and even extend to include items such as research documents and training videos. These are expensive to produce, valuable when used correctly, a liability when used inconsistently and a sunk cost when they can't be rapidly and precisely retrieved for re-use.

Rumble RNI™ Enterprise transforms how these valuable resources are produced, stored, securely accessed and distributed. The enterprise benefits of such empowerment are many including significant efficiency gains, consistency of use (and protection of brand value), enhanced market responsiveness and global access to this important form of intellectual property.

The Rumble RNI™ Enterprise suite delivers these benefits, both through direct interactions with the suite and via seamless integration with complimentary applications that Rumble RNI™ Enterprise can underpin (such as document and web content management systems).

An impressive Return on Investment (ROI) is delivered just by the productivity gains and cost savings that result from the empowered management of brand resources and the streamlined production of marketing communications. When delivered as an outsource service with minimal up-front costs, these gains contribute to the enterprise bottom line almost from the outset.



What's not Measured

- The productivity gains indicated only consider gains amongst creators of marketing related material.
- Unmeasured (although not insignificant) are the enterprise-wide productivity gains. For example:
 - the productivity gains of hundreds of stakeholders who can more efficiently contribute in the production process (e.g. for reviews and approvals, regardless of time zone),
 - or the 1,000's of users who simply need to quickly and accurately retrieve the right materials from the system. Consequently, the net gains shown form a conservative base case.

Studio Manager

Studio Manager provides a cost-efficient project collaboration tool and minimises physical distribution costs whilst ensuring final project deliverables are retained by the organisation

The Gains Achieved by Rumble RNI™ Enterprise

Many thousands of current and legacy brand asset files reside in ad-hoc storage arrangements both inside and outside the enterprise and often simply on desktops. Furthermore, separate business units and external agencies often don't share valuable materials.

Rumble RNI™ Enterprise stores potentially hundreds of thousands of digital assets in a centralized "digital bank", no matter what their stage of production or distribution, thoroughly indexed and automatically versioned.

The value of each asset in this bank is greatly enhanced by the collection of associated data. Examples of such data include the asset's creator, format, usage rules, user privileges, related assets, earlier versions, and use in projects.

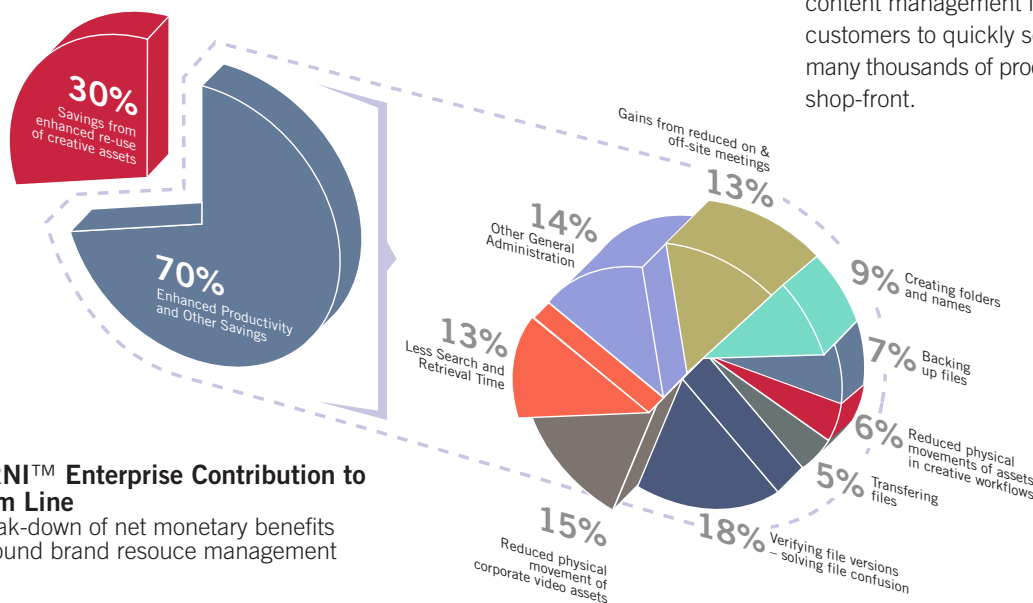
- Productivity Gains & Saved Production Costs Authorized system users (both internal and external) can quickly find the "1 in a 1,000" asset they need, knowing its the correct version. System users waste less time searching for files, ensuring currency, checking versions and unnecessarily duplicating work previously conducted by co-workers or outside agencies. Re-using an easily retrieved existing asset (eg a Quark file) and re-expressing it for a new project normally requires a fraction of the expense compared to creation from scratch.

- Shortened Production Cycles Rumble RNI™ Enterprise transforms the marketing supply chain. Rumble RNI™ Enterprise serves as a "work forum" where production takes places collaboratively between creative workers and other contributors (such as marketing managers and legal advisors).

Collaborators may be in the same office or in different continents and time zones. Projects can be commissioned, briefs issued and approvals expedited through integrated emailing between workgroup participants, removing bottlenecks and streamlining production.

- Materials Distribution Savings The physical distribution of works in progress can often be avoided (e.g. through delivery of a high-res proofs for desktop approval). The management and digital delivery of marketing material (and corporate content such as training videos) from within large libraries is also greatly facilitated.
- Revenue Enhancements Rumble RNI™ Enterprise makes simple the task of ensuring the currency of large collections of product related assets (and their associated information). The efficient generation, revision and management of large collections of customised partner collateral is greatly facilitated.

Rumble RNI™ Enterprise can empower a web content management front-end that allows customers to quickly search a catalogue of many thousands of products via a simple web shop-front.



Rumble RNI™ Enterprise Contribution to the Bottom Line
 Typical break-down of net monetary benefits realised around brand resource management

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