



Smorgon Steel Deploys Rumble Enterprise Wide

October 2006 - Rumble's Brand Asset Manager Solution successfully implemented by Smorgon Steel Group as part of major brand management initiative.

In 2003 Smorgon Steel launched its new, unified brand which was designed to present the company as a powerful integrated Australian steel company. In order to guarantee the on-going success of this initiative, Smorgon Steel uses Brand Asset Manager to centrally store, manage and distribute the thousands of items that help identify brand Smorgon Steel.

Smorgon Steel is a leading Australian-based steel recycling, manufacturing and distribution business with operations in 10 countries and approximately 5,800 employees. The group serves approximately 40,000 customers in Australia and overseas.

As each division operates quite separately, both operationally and geographically, dilution of integrity of the brand through incorrect use of brand assets was identified as an issue that needed to be addressed. A company wide brand advisory committee agreed that the solution to the problem was to centralise all brand assets in a single repository and provide enterprise wide browser access. Following consultation with their corporate brand consultants, SWAT Marketing and an extensive round of product briefings, Rumble's Brand Asset Manager was identified as the appropriate solution.

Brand Asset Manager is a hosted digital asset management system designed to cater for the specific requirements of marketing and brand professionals. The system provides Smorgon Steel with a centralized on-line repository of their brand assets and management and distribution of these assets from Internet browsers. The system is used to store logos, digital images, marketing collateral, signage, style guides, stationery templates and a host of other multimedia items related to Smorgon Steel. The system increases the productivity of internal staff by allowing them to rapidly search, re-use and distribute digital items both internally and to outside parties. Both internal and external users use Brand Asset Manager to browse, access and download appropriate Smorgon Steel images straight to their desktop.

According to Bruce Loveday, Chairman, Brand Advisory Committee, Smorgon Steel, the decision to deploy Brand Asset Manager was driven by a number of reasons. "The benefits of having an online library are obvious. It is easier for our staff to find the brand files they need, they always have access to the most up to date images and finding files is less time consuming due to the system's advanced search engine. The result will be greater consistency in the way we look, and more efficiency in the way we work."

An additional requirement of Smorgon Steel was that the system be provided as a managed service. As Rumble has been at the vanguard of software as a service deployments since 2001 and runs its own Sydney based data centre, Smorgon Steel was comfortable with entrusting their valuable brand assets to Rumble and confident in our capacity to provide consistent, high quality and secure web based access to the system.

As Bruce Loveday confirms, "Brand Asset Manager is just one more way that Smorgon Steel has become more efficient, more professional and more productive".



About Smorgon Steel Group

Smorgon Steel is a leading Australian-based steel recycling, manufacturing and distribution business. Smorgon Steel's fully integrated activities extend from collecting and processing steel scrap to steel making, steel tube manufacturing, processing and distributing a wide range of metal products. Smorgon Steel operates in 10 countries, employs approximately 5,800 employees and has approximately 40,000 customers in Australia and overseas.

About Rumble Australia

Rumble is a global digital file management software developer and service provider with operations in Australia and the US. Our flag ship product, Brand Asset Manager transforms the way organizations produce, manage, use and re-use their corporate collateral and brand assets. Since 2000, Brand Asset Manager has helped protect and enhance the brand equity of large enterprises including ING, BHP Billiton, Caltex, Smorgon Steel, Sydney Festival, Laminex, Servcorp, HBF and others.