

# Condé Nast

## CUSTOMER:

Condé Nast

## INDUSTRY:

Publishing

## CHALLENGES:

Reduce costs; System performance; Long development time

## CUSTOMER USE CASE:

Search & Discovery; Content delivery; Digital Asset Management

## BENEFITS:

Reduced development time and costs; Streamlined processes; Reduced asset-licensing costs; Increased custom collection creation

## COMPANY OVERVIEW

Condé Nast is home to some of the world's most celebrated and award winning media and magazine brands. Condé Nast built a faster and more comprehensive custom digital asset management (DAM) system using MarkLogic, providing their team with an agile digital content factory.

## CHALLENGES

With the introduction of 7+ million rich media assets that represent 220+ US and International Brands, Condé Nast's digital asset management system needed improvement in three critical areas to keep pace with user demand and content growth:

- Search: Average wait times for asset searches were upwards of 30 seconds per 100 results. With search too cumbersome to use regularly, editors started using expensive outside firms to source assets
- Usability: Metadata and category additions required developer involvement, delaying content updates by users
- Development: Long wait times for programmers to accommodate new features and workflows

## WHY MARKLOGIC?

In a short period of time, Condé Nast was able to launch a new custom digital asset management system using MarkLogic that provides:

- Sub-second search capabilities: Delivering fast results even as asset volumes continue to increase
- Improved user experience: Custom interfaces that are intuitive, contain facets and search-suggests
- Advanced editorial capabilities: Significantly reducing manual processes and enabling the quick creation of new editorial products
- Metadata management features: Empowering digital archivists and editors to easily create in-depth metadata and categories without developer involvement

*"We use MarkLogic because of its NoSQL approach for digital assets and data. With MarkLogic, you don't have to make your assets fit an existing structure; just load the assets into MarkLogic and create the structure around it. With other solutions, you cannot even get your content into the system unless they conform to an existing structure."*

—Brian Cross, Director Digital Asset Management, Condé Nast

## CONDÉ NAST DIGITAL ASSET MANAGEMENT SYSTEM VERSION 2.0

