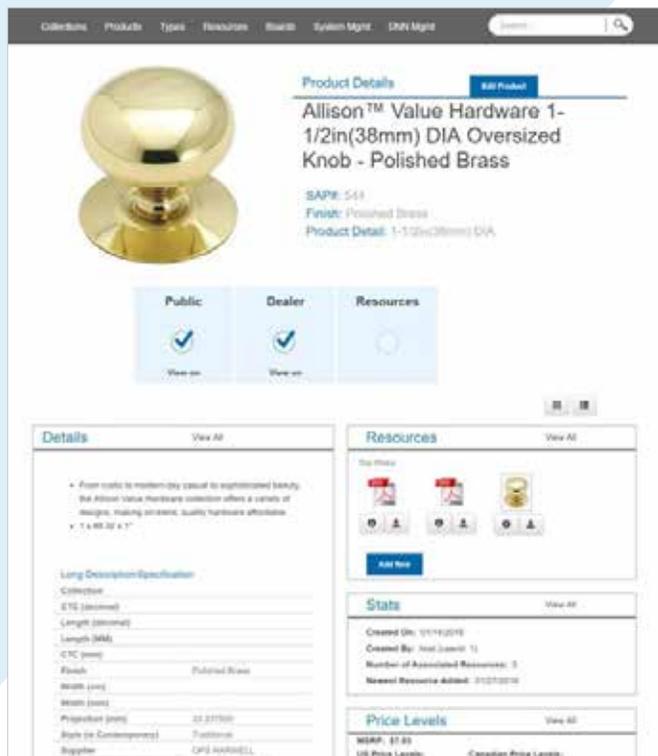


Amerock Saves Time, Stays in Control & Distributes Effectively

Moore Creative's Digital Asset Management System, *ADAM* ,
Manages Resources Across Multiple Sites

Company Overview

Since 1929, Amerock® Hardware has set out to offer decorative hardware solutions that inspire, coordinate and help express personal style throughout the home. Amerock offers a complete line of decorative and functional cabinet hardware, bath hardware, hook and rail and wall plates. Amerock’s award-winning decorative and functional hardware solutions have built the company’s reputation for chic design accessories that inspire homeowners to express their personal style. Available in a variety of finishes and styles, Amerock offers high quality designs at affordable prices.



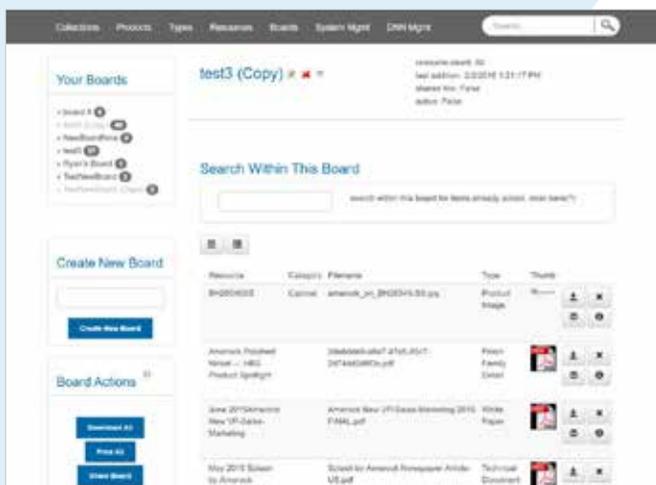
The Moore Creative Company

Moore Creative has worked with manufacturers such as Rubbermaid, Iwrin Tools, Bernzomatic, Shur-line, and Personna Blades to produce product catalog and resource management systems tailored to their industry and product-line details. Moore Creative’s ADAM System (A fully integrated Digital Asset Management & Product Information Management system) benefits from more than 10 years of continuing development and enhancement.

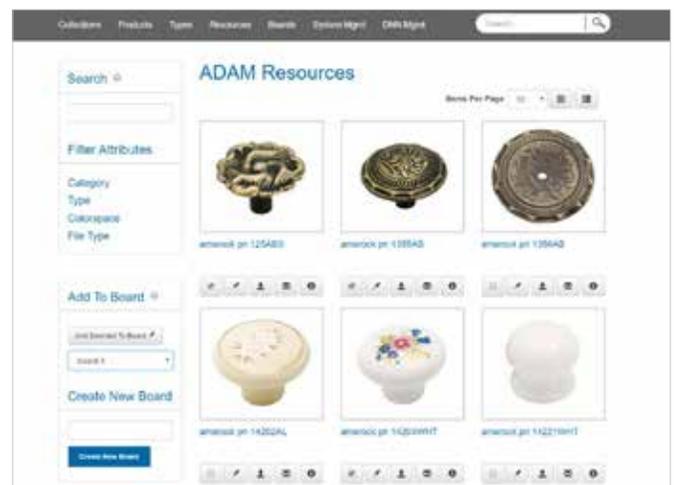
Challenge

Like many companies operating with distributed teams and making the most of a mixture of local software, online services and Sharepoint/network storage, Amerock had product information, images and resources and stored in several different locations. This state of organization, common to many marketing departments today, means more time is spent searching for existing images and sharing them than is efficient.

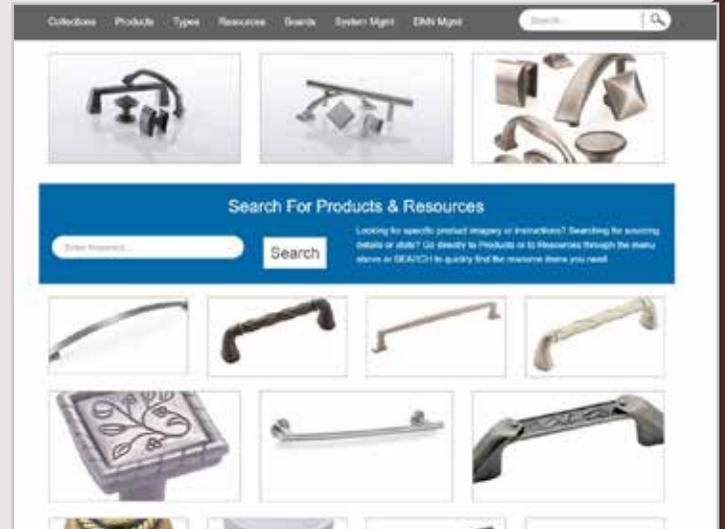
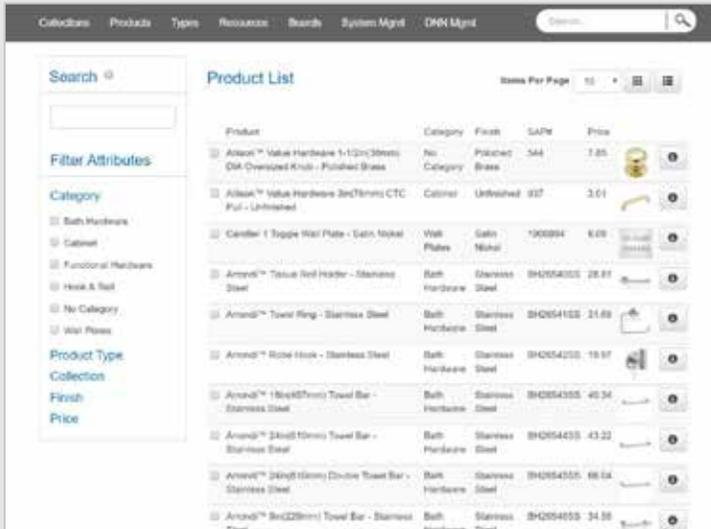
Additionally a website presence distributed across a public website, an old Magento store, and separate service for media images meant updating information in three or more places for the management of 4000+ products.



Boards within the ADAM system allow you to select images and files into a clipboard or lightbox collection to share with others, comment and provide self-serve download capabilities.



Lightning-fast search, filtering and review of resources is built to be just as fast as local desktop search BUT with category, resource type, and product PIM-related data for added smart filtering.



Solution

The Moore Creative ADAM system began with custom development in 2002 and 2004 for companies such as Hendrick Motorsports and Bombardier Learjet for managing logos and artwork to be delivered from a self-service portal to news and media organizations. Versions expanded through connections with Newell Rubbermaid and product manufacturing connections to include product-specific catalogs, media resource galleries and file management systems for companies such as Persona Blades, Shurline, Bernzomatic, and Lowe's ToolWorld.

Bringing the Amerock marketing and product resource files to the ADAM system allows one source of data to feed the public website, dealer store and media resource sites.



Results

Organizing all of Amerock's Product Information data included more than 120 data fields originally separated between the Marketing, Engineering, Distribution and Sourcing departments. Similarly, bringing together more than 14,000 resources, the public-facing and internal-use files and resources were categorized and uploaded in bulk. With lightning-fast search based on free text and a myriad of type, property and category filters, Amerock can now find resource files faster than local desktop search!

Beyond file and data management, utility features allow Amerock to forego DropBox and other large file-sharing systems by utilizing the Moore Creatives ADAM system's Board & Share features, allowing users to send protected, tracked links to files, furthermore the integrated Dynamic Image Processor allows Amerock to upload one original file (including Tiff or PSD) at max file size and serve up images dynamically sized to the required size with auto/AI detection for cropping, centering, and zooming to make a collection of images match perfectly.

The system is built with DotNetNuke (DNN) as the Application Development Platform, allowing for rapid development of robust functionality and highly customizable features. Built as the data hub for Product Information (PIM) and Digital Asset Management (DAM), administrators can make updates to a resource within ADAM and it is immediately updated across all sites through direct data access, web service API or multiple external data options.

The result for Amerock others who use ADAM is a single point organization, a single source authority for content that is easily managed, easily searched, and used extensively.

More robust than a simple repository, Moore Creative's ADAM is a Digital Asset Management system that has the power to be the brains of your online and print resources, serving as the Source Authority for your product public website, product catalog, dealer store, media resources site, file share system and more!