

MANTRICS Catalog System to be customer-responsive



ABOUT GRUPPO ANTEPRIMA

Gruppo Anteprima, is a renowned Italian post facility, very famous in Milan, with recent satellite companies. Born in January 1993, previously named 'Anteprima Video', the facility soon attracted the eyes of the advertising agencies and grew very quickly. Specialized in HD and SD productions, Anteprima Video does not just “sell machines” or simple “services”, they would rather propose a consultancy activity based on skilled operators, on which you can rely on, simply using the best equipments in the market.
www.anteprimavideo.com

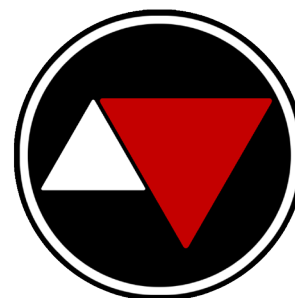
THE CHALLENGE

Anteprima had an homemade Media Asset Manager that was unable to satisfy their changing needs because it was too much complicated to be updated. They had to catalog a huge quantity of contents that go on air and be able to retrieve them in any moment. Anteprima is highly customer- responsive. More than 50% of their customers are multinational companies with headquarters scattered all over the world that cannot supervise the process in every status. Their process have to be highly automated in order to reduce the distances and the producers need to have powerful tool in order to answer to customer's needs.

THE SOLUTION

In order to rationalize the process, Anteprima has selected MANTRICS Catalog System.

Now, they can manage and metadata the assets in order to make the most from their contents. Projects are tracked in every steps inside the *Workflow Page* and contents can be retrieved and made available for an online preview to customers in every moment, helping producers in creating a day-by-day interaction with them.



anteprima

CASE STUDY

THE WORKFLOW

Anteprima's process begins in the editing rooms, where the operator prepares the project with the most used editing and finishing applications. Once the project is finished, it is saved in Quicktime uncompressed format and sent to a watchfolder.

Then, the operator may retrieve the content with MANTRICS Catalog System for new uses and decide which is the most appropriate destination.

Once the content has been created and ingested, the promoter catalogues it and starts to metadata according to the customer's requirements. While, technical metadata are automatically associated to the content by MANTRICS Catalog System, specific metadata have to be manually inserted by the operator in the Catalog Page. The metadata set is fully customizable, in order to fit different needs.

Thanks to MANTRICS Catalog System, every component of the Anteprima's team may have access to the contents. Now, producers can follow the customers involving them during the whole project, since the early creation of a content.

Operators, producers as well as assistants can follow the state of the project inside the Workflow Page increasing their competitive advantage on the market.

NEXT STEPS

Anteprima wants make contents available for their customers in low quality to enable them to have access to their main resource and supervise the work through MANTRICS Catalog System. The contents will be also downloadable.

Anteprima will become even more customer-oriented and open, creating a collaborative workflow with their customers, increasing their confidence and giving them a tool to reach their objectives.

Benefits

- Customized metadata insertion
- Automated ingest
- Monetize their assets, by re-using them
- Simplify the content retrieval
- Standardize the process

