



Internap Case Study

Global Education Publisher

Challenge

A global education publisher is overwhelmed with the administrative costs and inefficiencies of sourcing, tracking and settling rights on over 100,000 images licensed annually from a growing list of specialty providers.

Solution

Automate and aggregate the flow of all content sourcing into a single dashboard equipped with a full set of management tools.

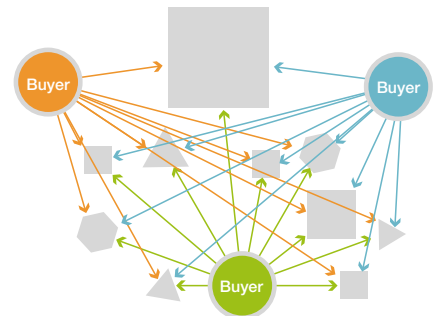
Capabilities

- A single site and login/credentials enables management of assets through a variety of channels and personnel both externally and internally.
- Organize all existing creative assets in a globally searchable online library.
- Assign content to specific and appropriate categories. Ability to download and re-use any asset for any production need throughout the production network.
- Track, audit, update and manage content, rights, usages, permissions and mashup of any and all content real-time and seamlessly to all production offices.

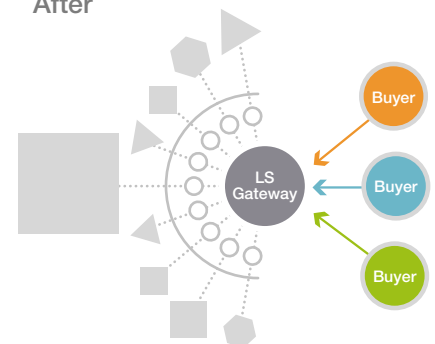
Business Benefit

LicenseStream allows the global education publisher company to streamline content sourcing, management, licensing and tracking and cut costs more than 40 percent for licensing, billing and settlement of images sourced from a wide range of specialty providers.

Before



After



40%

Cost Reduction