

## Hallmark Cards MediaBeacon's Nomination

*"Hallmark isn't just one of our largest clients, it's one of our favorite clients. Hallmarks people have great dedication and commitment to their company. Working with the teams at Hallmark over the years has been a privilege for our company.*

*- Jason Bright, CTO/President and the first recipient of the DAMMY award.*



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### Success Story: Hallmark

Hallmark is best known for their greeting cards, but their products encompass all aspects of holidays, get-togethers, and expressions of sentiment. As the largest employer of poets in the world, we'll let them speak in their own words:

*"For more than 100 years, Hallmark Cards, Inc. has helped people connect with one another and give voice to their feelings... We've grown from two shoeboxes of postcards into a \$4.1 billion company. Our products can be found in 100 countries around the world and in more than 40,000 stores in the United States alone. Our flagship retail partners are more than 3,000 Hallmark Gold Crown® stores that offer the widest selection of our products in communities across the U.S."*

*- Hallmark.com*

## Challenges

Over 15 years ago, Hallmark developed an in-house solution for file management, but found that as the technology grew, the system became outdated and difficult to maintain. This created many difficulties, including:

- How can people find the assets?
- How can we protect the wonderful cards and creative work throughout the 100-year history?
- How can we preserve the Hallmark Card heritage?
- Our creative's and our management would like to be able to search across the entire collection of digital assets (18 Million Assets, 120TB of Data)
- How can we repurpose our digital assets?
- How can we reuse the wonderful art?
- How can we avoid work duplication?
- How does one group know if someone else is using that asset?
- How can we share the digital assets with any of our companies across the globe?
- How can we have multi-media assets in one solution?

## Solution

As a result, Hallmark kicked off an ambitious project: to unify all their assets across all departments and make them globally accessible. To do this, they gathered 42 of their stakeholders: editorial, creative, business analysts, IT business and evaluated DAM vendors based on a detailed checklist of all the requirements for the new system.

At the end of their search, Hallmark chose MediaBeacon R3volution Enterprise with a customized Distribution Portal. Over the last three years, Hallmark Cards has used MediaBeacon as the DAM repository.

Today, over 10,000 new digital assets are created at Hallmark Cards. The key has been the ability to repurpose and reuse the assets and MediaBeacon's read/write capabilities for XMP. Without that key feature in the system, the ability to create 10,000 new assets would be impossible with systems that have to map the data each time the digital asset is ingested.

*"To turn around Hallmark's business, we will need business acumen, innovation, intuition, and empathy—in other words, whole-brain thinking."*

*- Teri Ann Drake, Chief Creative Officer, Hallmark*

## Key Benefits

Digital asset management with MediaBeacon has streamlined all aspects of the production process at Hallmark. Key benefits include:

- Rights and usage tracking
- Simplified repurposing across many distribution channels
- Worldwide access to the U.K., Japan, Netherlands, and many more global subsidiaries throughout the media supply chain
- Flexibility to grow with technology and changing business needs

And that's just the beginning.

*"We see that [MediaBeacon] is very innovative, we believe they will be a partner we can grow with, and we believe we can have input into their future as well as them having input into ours. And I think it's happened. And it continues to happen."*

*- Barbara Roscher, IT Business Development Manager, Hallmark*