

# Customised Digital Asset Management software helps streamline processes at Guinness World Records



A case study by:  ASSETBANK

In association with:



Guinness World Records is the universally recognised authority on record-breaking achievement. For over 60 years, people across the globe have been enthralled by an ever increasing number of record challenges and achievements. Currently, Guinness World Records have over 2000,000 records in their database.

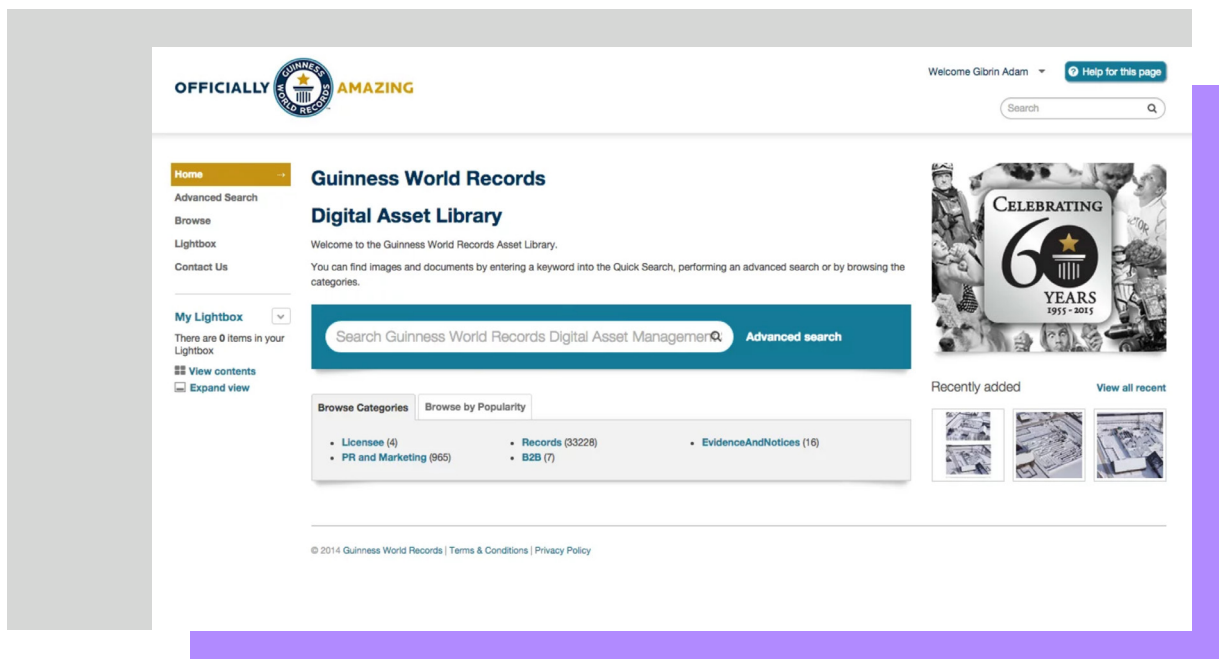
## THE CHALLENGE

Guinness World Records approached Asset Bank in 2013. They wanted a Digital Asset Management system to centralize all their brand assets in one location. They also wanted to find a more efficient means to collect all the media involved in a record attempt including text, videos and photos.

## SYSTEM

One of the strengths of Asset Bank's Digital Asset Management software is that it is highly customisable so we were thrilled to work with Guinness World Records on this challenging brief.

The final solution provided Guinness World Records with all the usual Digital Asset Management functions they needed. The enhanced record collection functionality is achieved by integrating their Asset Bank with their record database. Users can submit all the evidence and information for their record attempt via [guinnessworldrecords.com](http://guinnessworldrecords.com), including text, images and videos.



Using a REST API all this data is then transferred and categorised into their Asset Bank ready for staff to process. This content is then available to Guinness World Records and their partners for use in their books and on their website.

## RESULTS

Guinness World Records' Asset Bank was launched in Feb 2014 and it's already showing its worth.

*"We introduced Asset Bank so we could centralize all of our assets in one place instead of each local market having their own material. The change has been amazing, we have reduced workloads and made everything easy to find. Asset Bank is relatively simple to configure for an admin and intuitive for the end users so almost no training was required. We've now opened the doors to our partners and are hearing nothing but good things."*

**ROB HOWE, IT DIRECTOR GUINNESS WORLD RECORDS**

## ASSET BANK

Asset Bank is a Digital Asset Management solution created by UK software development consultancy Bright Interactive. Launched in 2005, Asset Bank continues to lead in the DAM sector by offering an outstanding service at a competitive price. Asset Bank helps companies organise, share and control their digital assets.

The platform is currently used by over 700 organisations, including Unilever, ITV and Deloitte, and is acclaimed by users for its award-winning ease-of-use coupled with excellent customer support.

To find out more how Asset Bank can help your business, get in touch on [+44 \(0\) 1273 923153](tel:+44201273923153), email [info@assetbank.co.uk](mailto:info@assetbank.co.uk) or visit our website [assetbank.co.uk](http://assetbank.co.uk)