



media**valet**™

- ☁ **Enterprise Digital Asset Management**
- ☁ **100% Cloud-Based on Microsoft Azure**
- ☁ **Any Browser - Any OS - Anywhere**
- ☁ **Secure, Triple Redundant, Geo-Replicated**

WHAT TO DO WHEN YOUR DIGITAL ASSET DATABASE AGES AND CAN'T TRAVEL WITH YOUR TEAM: CANADIAN BLOOD SERVICES MOVES TO THE CLOUD WITH MEDIAVALET



Canadian Blood Services
it's in you to give

Since 1998, Canadian Blood Services has managed Canada's national supply of blood, cord blood, stem cells, and in 2008 the non-profit began collaborating with the Canadian Council for Donation and Transplantation to improve organ and tissue transplantation. One of their most crucial functions is to recruit donors through marketing and advertising campaigns that bring in about 850,000 units of blood each year.



THE CHALLENGE

- An outdated on-premise database custom-built 13 years ago that could only be accessed from within the Head Office,
- A growing collection of thousands of digital marketing campaigns, training materials, advertising, programs, volunteer support, research, calling scripts, recipient data, key messaging tracking, photos and much more in need of organization and effective structure,
- Process inefficiencies and difficulty collaborating, which were caused by limited capabilities and features of the legacy database,
- Wasted time leading to high overhead costs.

THE WISH LIST

Canadian Blood Services leaders were familiar with DAM products and knew from the start that they wanted a cloud-based solution that would offer significant cost-savings. They did extensive research and came up with a list of requirements for a DAMS and vendor of choice:

- The product must be equally easy to use for technically savvy team leaders and non-technical volunteers across Canada,
- A vendor with a clear vision to the future for innovations and integrations with common software and other online solutions,
- Unlimited training, support and number of users,
- Access to the DAMS for field staff and volunteers who would need it anytime, anywhere,
- A vendor with a positive corporate philosophy, preferably one that expresses pride in being a Canadian business (and a sense of humor wouldn't hurt!).

THE SOLUTION

After going through comprehensive research and evaluation processes, Canadian Blood Services identified MediaValet as a DAM partner of choice. The company achieved three major goals by introducing MediaValet solution:

- Created a central media library accessible by staff and volunteers anytime, anywhere,
- Streamlined team collaborations and donor recruitment processes,
- Saved time and money with an industry-leading cloud-based solution that allows them to focus on what they do best and eliminate internal development costs and efforts.



THE IMPLEMENTATION

The marketing and advertising manager at Canadian Blood Services found MediaValet to be so intuitive that she was able to get started uploading and tagging metadata ahead of the training and onboarding.

As the onboarding process continued, MediaValet's support team worked with the organization to complete uploading, asset organization and training. With MediaValet, Canadian Blood Services now has one central library that can be accessed by teams in the field, enabling them to maximize the effectiveness of donor recruitment efforts.



THE RESULTS

Within weeks of implementing MediaValet the team at Canadian Blood Services has seen the following benefits:

- **Access anywhere, anytime.** Users in the field, no matter their national or global location, are now enabled to upload, download and share assets.
- **Easy-to-use interface.** DAMS adoption was maximized with user interface that is intuitive to employees with technical expertise as well as volunteers with little experience in cloud-based technology.
- **Unlimited support and onboarding.** As the organization grows and needs change, marketing and advertising managers can rest assured that unlimited support and future training will be available when they need it.
- **Permissions and controls.** Managers now provide employees and volunteers with appropriate asset use permissions, track use of all assets, and thereby control who uses which asset and when. Staff are enabled with approved assets at their fingertips.

"With our old database, our people in the field couldn't access our media assets for posters or social media posts. We had to send each other emails with piles of attachments of these materials, which was incredibly inefficient. I really wanted our assets to be in the cloud to ease these pains, and now that we have it, we LOVE MediaValet. We have instant access to all our assets, but there is another aspect that is great. Our tech solutions have always been custom-built and in-house. With MediaValet, we just get to sit back while their development team innovates and evolves the product, which is very different for us."

VIRGINIA GAFFNEY

Advertising & Digital Innovation Manager, Canadian Blood Services

