



Renault

The Renault group has established an innovative, yet cost reducing means of brand control, in setting-up a video library accessible worldwide via the company's intranet. With 130,000 employees and 2,500,000 vehicles yearly sold around the world, the Renault group, one of the world's leading automobile manufacturers, manages over 6,000 videos of all types.



The project

- Facilitate worldwide access to communication videos over the corporate intranet.
- Reduce time required to search, view, and select a topic.
- Avoid shipping costs prior to final selection of topic and its medium.
- Optimise production of new videos by making the most of existing ones.

The Manreo solution from NETIA

- A detailed description by type of content.
- Metadata management (description of videos, indexing, French/English versions, background music, Copyrights).
- Automatic generation and real-time updates of intranet web pages.
- Worldwide distribution by simple replication.
- Advanced, instantaneous multiple criteria searches across the entire catalog.
- Previews of all videos, divided into sequences if necessary.
- Final selection of the topic most appropriate to the user's needs.
- Online ordering of copies of topics, including details about the quality (high or low resolution) and the medium according to usage (DVD, CD, video cassettes, etc.).

Advantages

- Recovery of all existing data from a third-party system.
- Management of multilingual videos.
- More relevant searches.
- Static site for better replication and scalability.
- Immediate viewing of topics without overloading the network.
- Online ordering of videos and raw footage to be used.

Manreo products used:



Benefits

- Save time
 - Facilitated platform implementation with recovery of existing data.
 - Automatic, real-time updates.
 - Multilingual publication of topics.
 - Simplified viewing of topics.
 - Improved management of high resolution video archives to facilitate ordering of copies.
- Save money
 - Limit the re-shooting of existing subjects and references in the video library.
 - Eliminate costs for creating copies for low-resolution viewing.
- Improve service
 - Current audience of over 1,500 requests daily, or one request every 20 seconds.
 - Optimized order management.
 - Easily accessible video library allows maximum use of videos as the most incisive communication medium with the greatest impact on the public.

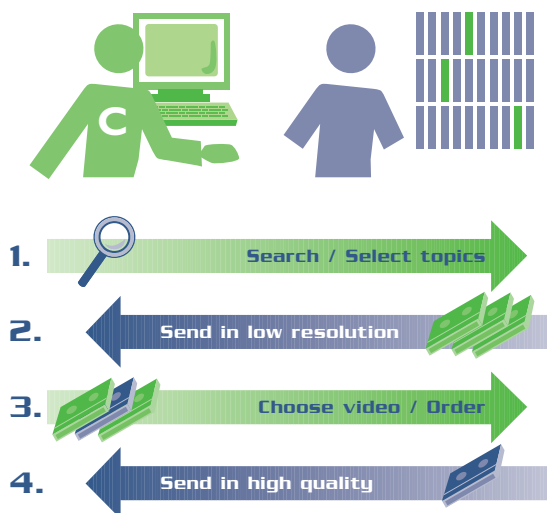
The next step

Renault knows it can still go even further in exploiting its media through other tools available in the **Manreo** range from **NETIA**. Other projects are in progress.

Pierre Jayat, Manager of the Renault Media Resources Agency:
"NETIA's references in audiovisual content management with media professionals were a determining factor. We are very pleased with the performance of the solution for managing our video library and confidently plan to work with them on future projects."

SEARCHING ARCHIVES AND ORDERING OF COPIES

Former process



Optimized process with NETIA tools

