

Case study / ResourceSpace +

TOMY



Kendrin Geerdes is the Senior Graphics Manager with TOMY - a leading global designer, producer and marketer of high-quality toys. Her role is part of the marketing department, and the teams are segmented into several 'sub-teams', such as brand and communications.

Kendrin's role encompasses all the sub-teams, supporting them with images. "I work on catalogues, social media content and packaging - essentially anything where imagery is a factor. I also manage the image databases. ResourceSpace provides us with the perfect solution" explains Kendrin.



We needed a self-service system, which didn't involve our people spending time sourcing on their behalf

What were TOMY using before ResourceSpace?

TOMY has been making use of ResourceSpace since 2013. Previously, they didn't have a Digital Asset Management system at all. Every team looked after their own images and, if you needed an image, you had to ask around - which meant so much wasted time and energy. As TOMY grew as a

company, increasing numbers of customers wanted images for their websites.

Without a DAM, TOMY were losing a lot of their own time internally and, as was becoming apparent, more and more of their customers' time too. With the help of different user permissions, moving to ResourceSpace meant that their marketing content could be accessed both internally and externally. This stopped them sifting through folders and constantly having to ask colleagues where content was saved before sharing it.

Today, TOMY holds over 33,000 photo, video, and catalogue files in their ResourceSpace system, which can be securely accessed by hundreds of users on a regular basis.

Kendrin explains: "We now look so much more professional. Our customers don't have to send us images they've taken on their cell phone for us to format for them. They can input the format they need and self-select."



How does TOMY use ResourceSpace day-to-day?

No two days are the same for the TOMY marketing team. At the time of speaking to Kendrin, they were finalising the 2021 catalogues across all brands. They were also working on customer emails and putting together the content for their virtual shows.

“All our images go into the central library by SKUs and brands” says Kendrin, explaining how the TOMY marketing team makes use of ResourceSpace.



We've been really happy with the system - we couldn't be happier. It's user friendly, and everybody loves it

Tagging resources with their stock numbers (SKUs) ensures that any search for that number will quickly direct a user to all of the resources, of any type, that feature that product. With the same option for brands, it's easy for TOMY users to quickly find and use relevant content to suit all of their marketing tasks, all within ResourceSpace.

Using a main 'category' field, which groups resources into core types such as packaging, logos, products and marketing material, is also a convenient way of managing content. Instead of searching through emails or sub-folders on a file server to look for a logo, a quick search for 'logo' plus the brand name in ResourceSpace will bring up all the relevant logos to choose from and download at the right size.

“The different marketing teams then access them as and when necessary. We have a team of five or six responsible for content uploading. They gather images from all the teams across the company, input their own metadata for their projects within the Photoshop file before uploading them. They use all the standard features, including 'photo priority', which allows them to show which images should be used, for example, as 'hero images'.

Setting up a metadata field to assign priority levels like this is one of many ways that ResourceSpace helps marketing and design teams to control content, keeping it fresh and up to date.

TOMY also uses the [Transform Plugin](#), which gives users access to image editing tools such as cropping, rotating and adjusting the scale. An existing resource in the system can be quickly transformed to suit a new purpose - to go into a catalogue for example - and downloaded or saved as an alternative resource, without going through the laborious process of saving it offline, attaching it to an email, editing it, and uploading it back to the system again. Tools like this help to protect the original files too, preventing them from being unnecessarily changed, deleted, or doubled up over and over again.

What are TOMY's favourite features of ResourceSpace?

It's the overall level of customer service that TOMY is now able to deliver. They get requests for multiple images, and it's great to be able to share a collection and send it with a simple link. It's not too big for email and always straightforward.

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Ready to take the next step?

Are you interested in finding out more about how a dedicated Digital Asset Management platform will benefit your organisation? Our DAM experts are always happy to help.

Alternatively, you can launch your free ResourceSpace instance within minutes. Simply complete the sign-up form on the link below and you're ready to go. It's completely free with no usage limits, so what have you got to lose?

[Get started](#)

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