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Larry's Beans Selects Global Media Solution's Naxos Archive for Digital Asset Management

Cary, N.C. (Oct. 13, 2009) – What does a successful coffee roaster like Larry's Beans need with digital archiving software? If you're a wholesaler with more than 40 different products, including single-origin coffees, blends, teas and decaf brands, keeping tabs on all the graphics files for logos, package designs, ads, point-of-sale displays and more can be quite daunting.

That's why Larry's Beans has implemented Naxos Archive from Global Media Solutions to help manage their digital assets.

"We work with seven different branding team members and multiple printers, and often had problems finding the right graphics file," said Kyley Schmidt, marketing manager for Larry's Beans. "It could take us up to 30 minutes to find a file, or sometimes we couldn't find it and had to ask the designer to resend it or even recreate it."

As owner Larry Larson is a big proponent of seeking new and innovative technologies to improve operations, the company investigated digital asset management and learned about Naxos Archive.

Naxos Archive is a sophisticated file management system for all of a company's digital assets. It automatically captures, tags and catalogs digital files from multiple sources. Users then have access to those assets instantly via any Web browser. Naxos can tag and index such content as images, PDF files, audio and video clips, text and word processing documents, desktop publishing documents and more.

Originally developed for the publishing industry, Naxos Archive is finding uses in other industries as well. "Larry's Beans is a great example of a company that is customizing Naxos to meet their specific needs," said Michael Tucker, president of Global Media Solutions. "They are on the cusp of a new trend of digital asset management in nontraditional environments. Any company with a lot of digital files, like an advertising agency for example, could benefit from using Naxos Archive."

Now, Schmidt can tag files as she uploads them to Naxos and then search for them using keywords. “We are finding Naxos to be very useful,” she added. “The savings in time will be considerable.”

For more information about Global Media Solutions or its full suite of software products, visit www.media-sol.com or call 919-842-3846. For more information on Larry’s Beans, visit www.larrysbeans.com.

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About Global Media Solutions

Global Media Solutions produces management tools for media companies, creative agencies and Web developers. Our software suite provides advertising management, digital asset management, creative workflow and Web management. With nearly a decade of experience and over 40 customer sites and thousands of users worldwide, we help content publishers and agencies realize operational efficiency, transforming data and streamlined processes into business intelligence. Based in Cary, N.C., Global Media Solutions is the sister company of Media Solutions, Europe. For more information, visit www.media-sol.com or call 919-842-3846.

About Larry’s Beans

Based in Raleigh, N.C., Larry’s Beans is a wholesaler, purveyor and roaster of coffee beans. Larry’s Beans buys only the highest quality beans from around the world. The products are certified organic, fair trade and shade grown. For more information, visit www.larrysbeans.com.