



R I M A G E™

THE CUSTOMER
Momentum Worldwide

CHALLENGE
Bring CD/DVD Duplication and
Production In-House

SOLUTION
Rimage Producer Series Products
and Rimage 2000i



Momentum Worldwide Depends on Rimage Disc Publishing for New Revenue Streams

Momentum is a global event, promotion, retail and sponsorship marketing firm with more than 1,500 employees and 72 offices in 49 countries. Through the unique ideas and programs Momentum generates for its clients, the firm produces massive amounts of digital content on a daily basis. Content includes everything from videos of the corporate and marketing events

it plans and coordinates for clients, such as Coca-Cola and American Express Blue, to client presentations and internal training videos. Since transitioning its DVD/CD production capabilities in-house through the implementation of three disc publishing systems from Rimage, Momentum has enhanced client services and created a strong, new revenue stream.

THE CHALLENGE

Momentum produces up to 40,000 CDs and DVDs per year. In the past, the company outsourced all of its disc production needs. "We reached a point where it made sense from a cost and control standpoint to evaluate bringing things in-house," said Doug Pierce, worldwide director of IT for Momentum. "When you outsource, you deal with more than just the hard costs of discs, cases and shipping. You also must contend with

the time spent managing the flow of content and the overall relationship with an outside company." According to Pierce, better meeting its customers' demands also was a significant consideration. **"When you make a run of DVDs for a client, it's much more difficult to stop the presses and make an image or sequence change midstream if you outsource the project."**

THE SOLUTION

"At the end of the day, our executives signed off on the Rimage systems due to the numbers we presented. We were spending a significant amount of money on a per disc basis when we outsourced our production runs, and after evaluating our options, we figured we could do it internally for

about 75 percent less," Pierce said. According to Pierce, Momentum was able to turn its disc publishing investment into a profit center within just three months. "With the significant drop in price, we are able to reduce costs for our clients and

Continued on following page

“We turned our disc publishing investment into a profit center within just three months.”

*Doug Pierce,
Worldwide Director of IT,
Momentum Worldwide*

“We are able to reduce costs for our clients and still make a profit.”

CASE STUDY

THE CUSTOMER

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RIMAGE SOLUTION

- 2 Producer disc publishing systems
- 2000i disc publishing system
- Everest™ Thermal Printer
- Producer Software Suite



RIMAGE™

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THE SOLUTION *Continued from previous page*

still make a profit. **We will make nearly \$80,000 this year on our Rimage disc publishing operations.** With three Rimage systems in place, Momentum has capacity to produce up to 100 discs

an hour, and with the IT department able to utilize the systems seven days a week, 24 hours a day, 365 days a year, turnaround times for client requests have greatly improved.

THE RESULTS

Calculating Returns

For Momentum, the formula for calculating return-on-investment prior to purchasing a disc publishing solution was simple. It weighed the hard costs, time and labor associated with outsourcing against purchasing first a Rimage 2000i desktop system, then — after quickly outgrowing the capacity of the 2000i — high performance Rimage Producer disc publishing systems. Momentum took into account a five-year depreciation timeframe on each of the expenditures. With three systems in place, Momentum needs to produce approximately 1,000 discs per month to turn a profit. Pierce recommends every company considering this type of purchase go through their own evaluation process. “Things like labor and shipping costs can be very different depending on the company and where it’s located. **But again, if you are spending upwards of four dollars per disc through outsourcing and can get it down to a dollar a disc by bringing it in-house, the savings and returns can happen very quickly,**” Pierce added.

Automated Production from Start to Finish for Faster Turnaround

Requests for DVDs and CDs from Momentum’s various offices are funneled into the company’s IT department where three Rimage systems are located. Rimage’s high-performance Producer disc publishing systems combine high-speed recording, professional direct-to-disc printing, robust robotics, powerful software and rugged construction, requiring little interaction from Momentum’s staff. Additionally, Rimage’s innovative thermal retransfer technology enables Momentum to create permanent, high-resolution prints bonded directly to the surface of every disc. The resulting print is professional looking and virtually indestructible — impervious to water, scratches and dirt. “The Rimage printer allows us to effectively convey an image or message on every disc we produce. In the end, the complete, automated solution allows us to get the right digital content to clients in a professional package very quickly.”

www.rimage.com