



Overview

Customer: NeoGeo New Media
Web Site: www.neogeo.com
Number of Employees: 20
Number of Developers: 17
Country or Region: Europe
Industry: Database & Digital Asset Management

Customer Profile:

NeoGeo New Media develops enterprise database, enterprise file systems and digital asset management systems based on Microsoft® .NET Technology.

For more information about other Microsoft customer successes, please visit:

www.microsoft.com/protocols

Microsoft Open Protocols help reduce time-to-market!

"Working together with the Microsoft Open Protocols Team was easy and provided fantastic results for our customers."

— Marc Hoepfner, Managing Director

The Company

NeoGeo is one of Germany's innovation leaders in enterprise database, enterprise file systems and digital asset management. International companies rely on its robust and scalable solution for finding, converting and distributing all kinds of files in a secure and easy-to-use environment. NeoGeo CIFS/SMB/SMB2 virtual drive is a new universal data management tool for medium and large businesses from all sectors.

Since 1996 NeoGeo has focused on the development of database software systems based on Microsoft Technology. NeoGeo's solutions primarily focus on:

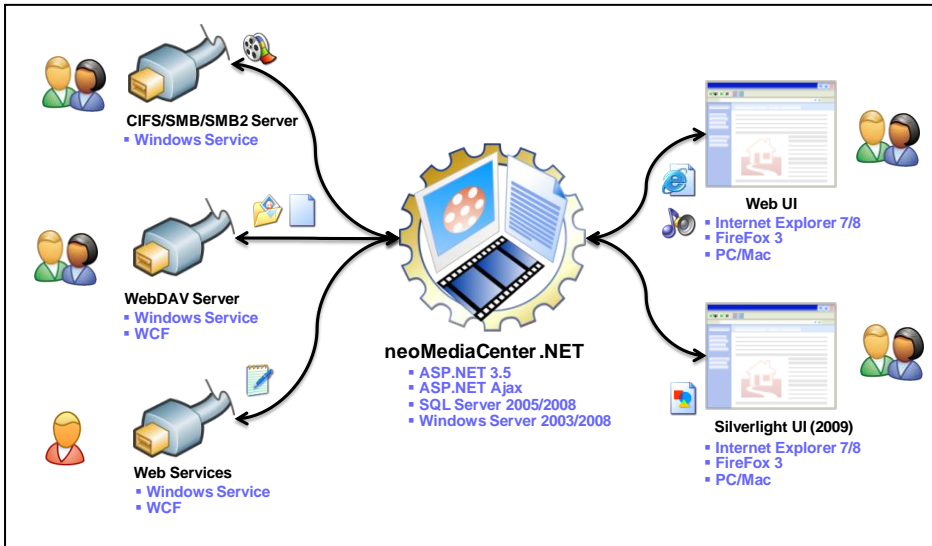
- Digital Asset Management
- Document Management
- Custom Software for enterprise organizations

Service Description

In response to the growing need for storing and transferring multimedia data throughout an enterprise, NeoGeo created neoMediaCenter .NET. neoMediaCenter .NET is a software application to store and manage digital media, such as images, videos, and documents. This product is a professional new generation Media Asset Management System in a line of server/thin client systems which can be operated via a browser or a virtual file system in a company's Intranet or Internet without the need for any additional software.

The Business Problem

Today, companies are faced with software-orientated architecture, the need for system interoperability, and a dramatic rise in the amount of data. These issues call for reliable, high-performance methods to connect storage system servers with external clients.



via an HTTP interface or with classical drag and drop procedures. NeoGeo found that using the CIFS/SMB/SMB2 protocols produced a huge improvement on speed and performance of the interface.

Value to Business

NeoGeo found that using Microsoft's

"The Microsoft Open Protocols enable us to perpetuate our first-mover advantage by providing in-depth intelligence into Microsoft developments. It will ensure our forward-looking approach and enable us to proceed faster."

—Marc Hoepfner,
Managing Director

NeoGeo's Solution

NeoGeo's digital asset management system, neoMediaCenter .NET, enables enterprise users to find, distribute and convert all kinds of data within the intranet and extranet.

Application Based on OS

Windows Server® 2003 and Windows Server® 2008

Microsoft Open Protocols Implementation Details

NeoGeo implemented WebDAV and Microsoft protocols CIFS/SMB/SMB2, Web Services and WCF. The protocols enable users to connect to the database's hierarchical categories of NeoGeo's digital asset management system via Windows Explorer, Mac Finder, or any other software, through a network map drive.

Results

By implementing the CIFS/SMB/SMB2 protocols, neoMediaCenter .NET allows a user to quickly place and insert images or files directly from the database without the need for extra software or plug-ins, as is required with other products that don't employ these protocols. No roll-out is required. The system can easily be connected with other applications (like ERP systems), and upload can be done

knowledge and resources directly made the development of a reliable and high-performance server component of the digital asset management system possible, opening up new target markets by broadening the vertical approach of this thin client software into the files system segment. By implementing the CIFS/SMB/SMB2 protocols, NeoGeo has achieved a unique position in Europe for mid-business companies and large enterprises.

Level of satisfaction with Microsoft support

"The documentation and support from Microsoft was a key asset in the development of these high-end features, which quickly became the main unique selling propositions for neoMediaCenter .NET" says Marc Hoepfner.

