



## Challenges:

- ≡ Diversity of devices and operating systems
- ≡ Very restrictive budgets and timeline
- ≡ Very low headcount in general IT teams
- ≡ Organizational change to one central photo department

## Solutions:

- ≡ WoodWing Enterprise [↗](#)
- ≡ WoodWing Elvis DAM [↗](#)

## Benefits:

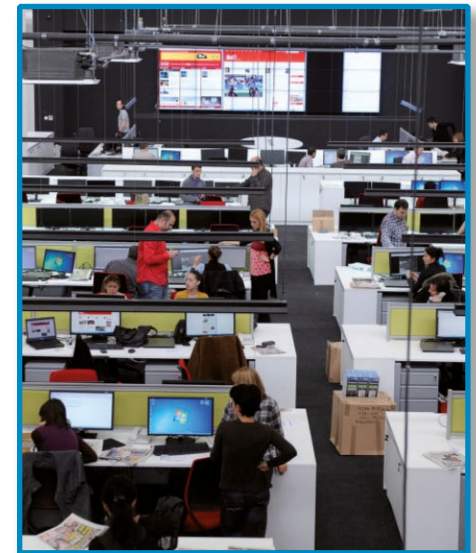
- ≡ Saving 10 hours search time per week per employee
- ≡ Very high ease of use and efficiency
- ≡ One central multimedia repository

## Ringier Axel Springer Media AG

As a pilot for the entire group, Ringier Axel Springer Media AG implemented WoodWing's digital asset management solution [↗](#) Elvis DAM at its site in Serbia.

### Ringier Axel Springer Media AG

- Ringier Axel Springer Media AG [↗](#) is a joint venture founded by publishers Ringier AG and Axel Springer AG to bundle their international activities in Central and Eastern Europe (CEE)
- The company started operations in July 2010 and is based in Zurich, Switzerland
- The two parent companies are each holding 50% of the joint venture
- The company operates in Poland, Czech Republic, Slovakia and Serbia with 3,100 employees in total
- With a brand media portfolio made out of more than 130 digital and print services, Ringier Axel Springer Media AG is the region's market leader in the segment of widely circulated tabloid dailies and one of the biggest magazine publishers
- Production of newspapers, magazines and digital media
- Market leader in the boulevard segment in CEE



*The newsroom of the Serbian organization of Ringier Axel Springer AG – a joint newsroom production of three main daily newspapers plus magazine production.*





*The initial setup of the system took us just three days. After three months, the implementation was completed, including training of photo editors and roll-out into the newsrooms.*



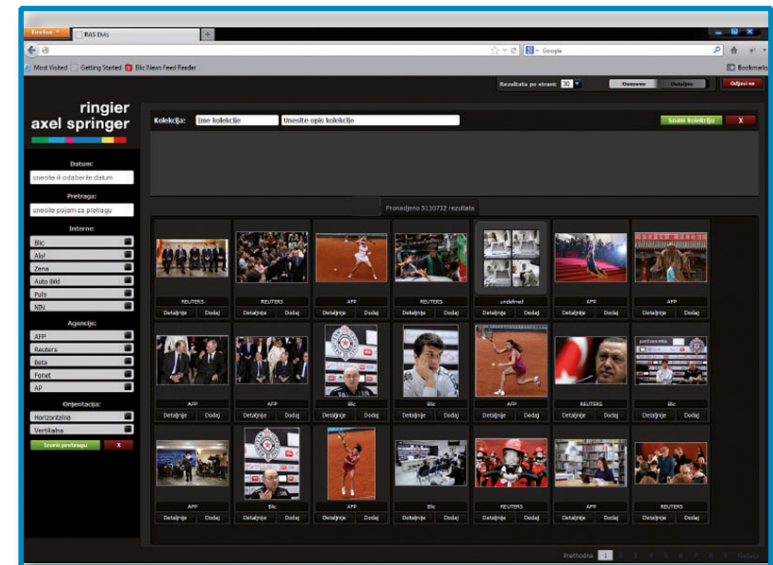
Marcus Dauck, CIO  
Ringier Axel Springer AG

## Project

- Pilot installation of Elvis DAM in the Serbian organization to evaluate best digital asset management practices for the entire group
- 550 journalists, but only 10 seats in the photo department to manage the ever-growing archive of currently 8 million assets

## Goals

- Implementation of a multimedia archive which can be used by all publications and departments
- Organizational change to one central photo department
- Every editor needs to be able to search for pictures, videos, text, etc.
- Online and print editors should use the same system
- Base for more automation in handling of images
- Decrease time spent archiving, searching, and managing images by up to 50%
- Decrease time spent searching for specific photos in newsrooms
- Small IT teams must be able to supervise the entire system



*The sleek user interface and its flexibility were important criteria for choosing Elvis DAM. Leveraging the Web API of Elvis DAM, the team created a Web-based detailed layout for searching and creating collections.*



“

*With a very intuitive and easy configuring functionality, Elvis is the key to success in an extremely complicated process of storing and retrieving digital content, which greatly facilitates the daily operations of our editorial board.*

”

Marko Josifovic,  
Project Manager IT,  
Ringier Axel Springer  
Serbia


## Evaluation

- The team evaluated several systems – the highest ease of use in everyday life was of particular importance, but pricing was also a critical factor
- In comparison with the other systems tested, Elvis DAM was superior in these two and many other aspects such as performance – the system ran a test with 100 concurrent users without problems



## Implementation

- Just one IT project manager and one Web developer
- Initial setup of the system in just 3 days
- Completed after 3 months, including training of photo editors and roll-out into the newsrooms

## Integration


- Elvis DAM is fully integrated with WoodWing’s multi-channel publishing  system Enterprise

## Results

- Users are very positive about the user interface and ease of use
- Metadata  and taxonomy  based search reduces search time by approximately 10 hours per week per employee
- Reduced storage space because of minimizing redundancy of images
- Monitoring and sending photos to online CMS from within one system
- No lawsuits due to accidental copyright infringement
- Proof of concept for the whole group



## The Partner

For many years A&F Computersysteme AG, based in the Swiss town of Sursee, has been the most successful system integrator for the graphic industry. More than 500 publications in Switzerland and Germany are currently produced using systems implemented by A&F. In the past 25 years the company has led the way consistently, with cutting-edge publishing solutions. More information is available at [www.a-f.ch](http://www.a-f.ch). 

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## About WoodWing

WoodWing Software develops and markets a premier, cost-efficient multi-channel publishing system, Enterprise, and the next generation digital asset management system, Elvis DAM. WoodWing's solutions are aimed at magazine, newspaper and book publishers, corporate publishers, agencies and marketing departments to reach their goals for quality, economy and time-to-market.

WoodWing's publishing system Enterprise – including the editorial management application Content Station – coordinates and streamlines the process of creating, managing and publishing static, dynamic and interactive content for all media channels – print, Web, social, smart phones and tablets. Elvis DAM enables users to securely store and efficiently manage the increasing collection of rich-media files.

WoodWing Software, founded in the year 2000, has its headquarters in Zaandam, The Netherlands, and has regional sales offices in Europe, the Americas and Asia Pacific. Customers are served locally by over 90 selected partners in more than 100 countries. WoodWing's long-standing relationship with Adobe as a Technology Partner and its close cooperation with a large number of other technology vendors worldwide, confirm WoodWing's position as one of the leading suppliers of publishing software. WoodWing is a privately owned company, with all founders actively engaged. More information can be found at [www.woodwing.com](http://www.woodwing.com).