Challenges:

- ≡ The existing DAM system was not able to meet the requirements of modern DAM.
- ≡ The new DAM system should make the assets accessible to employees and partners and support the heterogeneous IT environment.

Solution:

- ≡ WoodWing Elvis DAM ⧉

Benefits:

- ≡ Thanks to its high ease-of-use, Elvis DAM was immediately accepted by the users.
- ≡ Semantic search and dynamic filter options provide search results in milliseconds.

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Würth AG Switzerland – 100,000 products, full control

Würth AG Switzerland ⧉ sells assembly and fastening materials and is part of the global Würth Group, headquartered in Germany. With more than 640 employees in sales, marketing, management, logistics and e-business, the company serves approximately 50,000 customers in Switzerland. The product range includes more than 100,000 items. To manage the wealth of graphical data, the company selected WoodWing´s digital asset management system Elvis DAM ⧉.

The customer at a glance

- Würth AG Switzerland offers a broad product range ⧉ including screws, screw accessories, chemical products, furniture and construction fittings, anchors, fire protection, tools, machines, work safety, small auto parts, diagnostic and garage equipment, vehicle equipment, and storage and retrieval systems.

- To promote its extensive product range, Würth AG Switzerland creates and produces comprehensive catalogs with images and descriptions.

- To manage the wealth of graphical data, the company was using a legacy digital asset management system (DAM), which was not up-to-date and powerful enough to meet the challenges set by the increasing file stocks.

Project

- Replacement of the existing DAM solution to be prepared for the current and future requirements in the management of the ever-growing file stock.

Goals

- The new DAM system should enable the team to effectively manage the vast number of digital assets in the heterogeneous IT environment and the integration with various applications.

- Moreover, the system should be accessible not only for Würth employees but also for external partners, making sure that everyone is working with the same data.

Evaluation

- Based on its extensive experience in the field of digital asset management, the WoodWing Solution Partner 3f8h.net / electronic publishing got the job and recommended Elvis DAM.

Implementation

- 3f8h.net supervised the project from planning to implementation. The focus was on the installation and configuration of the new DAM software Elvis DAM with its powerful media search engine technology.

- 3f8h.net was able to migrate the large existing asset stocks smoothly from the legacy system to Elvis DAM.

- In a well-executed collaboration with the IT experts from Würth AG Switzerland, Elvis DAM was integrated into the existing heterogeneous IT environment. To this end, a virtual host system running Windows Server 2008 R2 has been provided.

- Leveraging the API ⤢ provided by Elvis DAM, a straightforward Web interface was developed, aiming to enable the product managers of Würth AG Switzerland to easily search, view and download assets.

" *The cataloging and managing of files is now much easier and faster. Our content is now highly available at all times. Elvis DAM has optimized our digital asset management.* "

Erol Celikoers, IT Systems Manager Würth AG Switzerland

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- Assets for external partners are now available through the Elvis DAM Web Client, simply via e-mail links.

- A Mac Mini server running OS X serves as a processing node to reliably and efficiently generate thumbnails of assets.

Integration

- In the near future, the automation of various tasks will be achieved by the integration of Elvis DAM with Enfocus Switch ⬈. These features will facilitate the sending and receiving of data and automate the creation of PDFs from layouts.

Results

- With Elvis DAM, Würth AG Switzerland now can rely on a modern DAM solution to deal with the immense number of assets in various formats for the production of catalogs and other documents.

- The solution was immediately accepted by the team. Elvis DAM is very easy to use and users can customize the user interface to their individual needs.

- By indexing, processing and managing images, documents, audio and video, Elvis DAM provides a transparent and comprehensive overview of the complete asset stocks.

- Supported by the high-availability hardware, the semantic search and dynamic filter options provide search results in milliseconds.

The Partner

Founded in 1999 by Sebastian Nafroth, 3f8h.net / electronic publishing is a specialist in the implementation of complex publishing environments. The name "3f8h" is the hexadecimal address of the COM1 interface in computers, enabling effective communication between human beings and computers and from computers to computers. 3f8h.net picks up where direct technical assistance is needed in production environments in the publishing industry, helping companies in the planning, selection and implementation of software and hardware solutions best suited for their specific requirements.

3f8h.net leverages its own lab, enabling the simulation of almost all working environments of customers. The 3f8h.net network relies on manufacturers of software and hardware of the graphic arts industry as well as certified trainers and experts. 3f8h.net works for well-known customers including DERTOUR, Deutscher Sparkassenverlag, Edeka, Klett Verlag, Ogilvy, Würth AG, and Young & Rubicam. More information can be found at www.3f8h.net ⇗.

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 80 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.

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