

**Challenges:**

- = The existing system required a costly hardware update to match increasing demand
- = Increase of usability and performance
- = Easy repurposing of existing content was required

**Solutions:**

- = WoodWing Elvis DAM

**Benefits:**

- = Much higher ease of use and clearly structured user interface
- = Clients have remote access to the system
- = Files can be found very quickly and easily repurposed
- = Business is under control with Elvis DAM



## KSM Communications

KSM Communications in Amsterdam is the Dutch subsidiary of JWT’s global network of advertising agencies (part of the WPP Holding). The agency works for major clients, including well-known companies from the retail, automotive and pharmaceutical sector. For the management of its enormous number of files in various formats the team relies on WoodWing’s digital asset management solution Elvis DAM.

### KSM Communications at a glance

- KSM offers a wide range of services such as conception and creation, production and automated publishing for marketing and communication activities including print, online, mobile and in-store.
- The agency operates an own photostudio.
- More than 60 employees work for customers including Mazda, Bruna (bookshops), BelCompany (mobile telephony), the department store chain de Bijenkorf, Eurocept Pharmaceuticals, David Lloyd Leisure, Speedo Swimware, Hans Struijk Fietsen (Cycling) and more.
- For the Dutch supermarket chain C1000, KSM produces two weekly folders, which are published nationwide in many different editions.



*For the telecommunications company BelCompany, KSM creates Facebook campaigns and more, for the department store chain de Bijenkorf, the team produces a magazine and many other materials.*



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*In our demanding workflows efficiency is key, every minute counts. With Elvis DAM, we have our business under control.*

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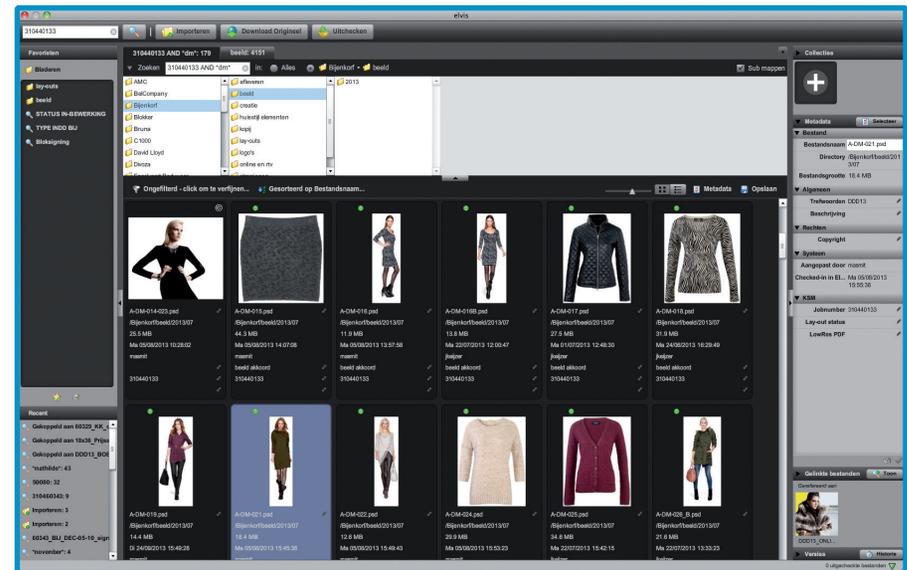
Barbara Angeli Radovani, Managing Director of KSM

## Project

- KSM had been using a DAM system for years. To use this DAM system efficiently with the continuously growing demands, significant investment in hardware would have been necessary.
- Users wanted the DAM system to be more user-friendly.
- To ensure highly efficient digital asset management the team considered both expanding the existing system as well as its replacement.

## Goals

- The system should ensure highest efficiency along with the significantly increasing number of images in very high resolution.
- Deployment as a on-premise system in a mixed Windows and Macintosh environment should be no problem.
- The team aimed to significantly increase production efficiency, to solve performance issues and to improve user acceptance.
- The system must be able to handle many different file types including Adobe InDesign, AfterEffects, Illustrator, PDF, several image formats and many more.



*With WoodWing Elvis DAM, the KSM team enjoys high ease of use, detailed metadata and a clear view of all assets in various formats.*



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*At KSM, Elvis DAM is really the central production hub. Due to its ease of use, high performance and easy scalability, Elvis DAM is the ideal solution also for agencies and marketing divisions of large companies.*

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Hans Fermont, Managing Director of PubliQare

## Evaluation

- While an update of the existing system was already considered, KSM came into contact with WoodWing Elvis DAM via a trial version [🔗](#).
- The most important decision criteria were high usability, flexibility and performance as well as the ability to easily repurpose existing content for different channels.

## Implementation

- The implementation was completed in about three months. WoodWing's solution partner PubliQare and WoodWing cooperated closely in order to tune the system to the highly demanding workflows at KSM.
- A trainer of PubliQare was available for in-house trainings and assistance on the job – both were very well received by the users.

## Integration

- PubliQare developed a range of scripts to integrate Elvis DAM with the workflow automation solution Switch of WoodWing's technology partner Enfocus [🔗](#) to automate repetitive tasks such as the generation of alternate file types, file uploads as well as PDF generation.

## Results

- KSM uses Elvis DAM for the production of print and digital media and in-store communications
- The team enjoys an optimized workflow, high ease of use and a clear view of all assets in various formats – and files required for any job can be found at lightning speed.
- Several clients have remote access to the DAM system, simplifying complex review processes.



## The Partner

PubliQare is a specialist in the field of efficient multi-channel publishing solutions. The expert team helps its customers to automate and optimize their publishing processes. Whether customers want to publish via print, mobile, tablet or social media, PubliQare provides the knowledge and technology to implement the most efficient workflows. With its own development department and leveraging its innovative strength, PubliQare is able to address complex individual requirements. PubliQare is part of Qare Group, a service provider that focuses on system integration, automation and editorial consultancy in the field of new technologies for publishers, media companies and corporate marketing departments. The Group has offices in the Netherlands and the UK and offers its services in Europe and the U.S. More information can be found at [www.publiqare.nl](http://www.publiqare.nl).

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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).

