

# Digital Asset Management for a Global CPG Beverage Industry Use Case

**Streamlining Digital Asset Management at a Leading Beverage Company**  
CPG Beverage Company Scales Faster with CyanGate’s DAM Expertise

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## Overview

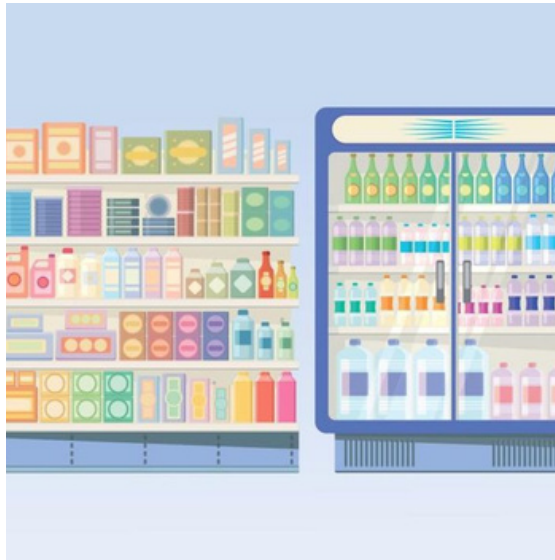
The global energy drink company faced challenges in managing its digital assets as growth accelerated. When the business experienced exponential growth across all brands and regions, the marketing team recognized that their existing Digital Asset Management (DAM) system could not scale and support demand from various channels. They decided to look for a solution that would meet today’s needs, yet scale to support future growth. After reviewing several Digital Asset Management platforms, the Company selected OpenText Media Management (OTMM) as its new DAM. Post implementation, the DAM team saw the need for industry-specific domain expertise in CPG to help optimize the solution and partnered with CyanGate.

## Challenges

Managing digital assets became complex and time-consuming, making daily and strategic tasks challenging including:

- Difficulty in finding content across the organization.
- Unable to distribute content with external parties including agencies and media outlets.

- Poor tracking capabilities for the distribution of content in spreadsheets and FTP sites.
- Difficulty in running readiness reports for a comprehensive view of all product-related media for inventory, updates, and distribution.
- Inability to search for assets with complex criteria.



### **Solution: New Digital Asset Management Configured to Meet Business Needs**

The Company purchased OpenText Media Management as its DAM system to support its record growth. They chose CyanGate's DAM experts to implement and optimize the solution. CyanGate performed a detailed analysis to model the data structures in OTMM to configure the solution for the company's specific use cases.

With CPG expertise, CyanGate configured the DAM to meet workflow needs. The team migrated more than 100,000 assets from the legacy system into the new DAM and taught best practices to maintain the DAM and keep it high performing.

### **Results**

After implementation, the Company successfully has the DAM to over 1,200 end users. After the implementation project was completed, CyanGate continued to enhance the DAM including integrating the DAM into other departments including the Company's CRM, Salesforce, and contract management system.

The Company saw the following benefits:

- Streamlined complex workflows, making the DAM more user-friendly.
- Increased user adoption and ability to onboard new users.
- Improved data integrity by migrating over 100,000 assets and their metadata from a pre-existing solution.

- Accelerated media distribution through self-service channels.
- Reduced distribution time to key retailers from days to minutes by syncing data from DAM and PIM systems.
- Improved eCommerce performance and revenues.



## DAM Solution and Services for CPG

Configuring a DAM for a CPG organization to drive long-term success requires industry expertise. CyanGate's proven track record helps you achieve your goals.

If you're facing challenges in managing your digital assets at scale and want to learn more about how CyanGate can help, please visit our [website](#). Our team of experts is ready to help you implement the right DAM solution that will streamline your workflows and optimize the performance of your digital asset management to meet future needs and growth.