Digital Asset Management for a Global CPG Manufacturing Industry Use Case

Streamlining Digital Asset Management at a Leading Manufacturing Company
CPG Company Scales Faster with CyanGate's DAM Expertise

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Overview

Global Consumer Packaged Goods (CPG) manufacturers create and manage thousands of digital assets. From packaging art to videos, images, logos, and more, CPG teams must have a secure, systemic solution to store and distribute their digital assets.

The Company needed to consolidate and organize its digital assets for its CPG division. They wanted a digital asset management (DAM) solution that was privately hosted and maintained by the vendor to help streamline processes. The DAM solution needed to integrate with their evolving e-commerce system to enable scale and growth across the globe.

Challenges

Managing digital assets has become complex and time-consuming. Teams need to optimize daily tactical and strategic tasks to solve the following challenges:

- Hard to locate content across the organization as assets were stored across platforms and systems.
- Translate complex workflows into a DAM solution.

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- No digital asset management solution expertise or experience inhouse
- No governance structure was built for maintaining the system and assets
- Product information and assets needed to be synchronized between ERP, DAM, eCommerce, and PIM systems.
- Marketing content generated in the field was not easily centralized and distributed to various social and media channels.
- The packaging design process was not streamlined and lacked industry standardization for syndication to retailers.

eCommerce

PIM

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DAM

ERP
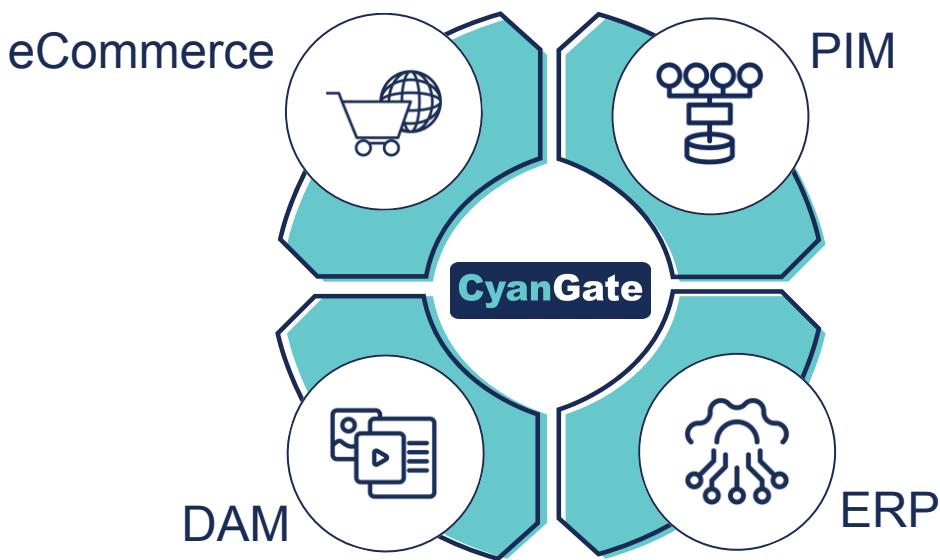
Solution: New Digital Asset Management Configured to Meet Business Needs

The Company wanted a DAM to better control its multiple brands, streamline syncing metadata and assets with its e-commerce solutions through automation, and shorten the time to share collateral with its vendors.

CyanGate configured the DAM and implemented best practices including building configurations for future integrations. CyanGate assisted the users in migrating assets into the DAM and supported the users after the project was completed.
CyanGate continued to be involved in improving the usability of the system by introducing small user interface enhancements that displayed icons based on the workflow stages of assets.

After the initial implementation, ERP system was integrated into DAM to enrich assets with product metadata. This allowed better filtering of assets and minimal effort to import assets into the system.
After the ERP integration, an eCommerce system was implemented for distributor access jointly with a third-party eCommerce implementation partner. The implementation included publishing product images and videos to the eCommerce platform and optimizing the image quality and placement on the site.

Since ERP data was not clean enough for consumers, there was a need for syndicating content to various retail channels with marketing-driven product information.

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A SaaS PIM and syndication solution was implemented by the vendor. DAM was then connected to the PIM by CyanGate, allowing images to be syndicated to many retail channels such as Amazon, Kroger etc. In addition to pushing content to assets, better product information also started flowing into the DAM from PIM.

Finally, CyanGate aided with their internal staff to build various integrations into marketing and sales enablement platforms allowing DAM to serve as the central repository for all latest and greatest content at the Company.

Results

CyanGate successfully implemented the DAM ahead of schedule and under budget. After the implementation, CyanGate was contracted to complete the integration between DAM and the eCommerce software platform as a second phase. By factoring in the initial design during business analysis, time and budget were saved.

The Company saw the following benefits:

- Go Live was achieved ahead of time due to the coordination between CyanGate and the company.
- By factoring in the eCommerce software platform and DAM integration in the original design, the integrations were completed ahead of time and became easy to maintain.
- Syncing product information and assets accelerated GTM from days to minutes.
- Maintaining consistent branding among its products became easier.
- SaaS like experience with the benefits of a privately hosted system allowed the company to keep the overall system cost down and improve the ROI from the DAM.

Currently, CyanGate is engaged with the company providing hosting, upgrades, integrations, improvements, and support.

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.

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