

Digital Asset Management for a Manufacturing Industry Use Case

Streamlining Digital Asset Management at a Leading Manufacturing Company A Use Case on the Implementation of WoodWing Assets and CyanGate

Table of Contents

Overview	1
Challenges	1
Solution: The Collaborative Strategy	2
Results	3
DAM Solution and Services for Manufacturing	4

Overview

A prominent player in the plumbing industry, specializing in renowned brands, recently faced a challenge in optimizing their marketing operations and e-commerce initiatives. Struggling with manual asset management and metadata updates, they sought the expertise of CyanGate, the trusted DAM solutions provider. Collaborating closely, they embarked on a phased journey to transform their asset management and marketing strategies.

Challenges

Prior to implementing a DAM solution, the company relied on a traditional folder-based system for asset management. This led to slow retrieval, brand inconsistencies, and increased data storage. Manual metadata updates also posed challenges, affecting data accuracy and relevancy. The objective was to streamline marketing processes and ensure brand consistency.

Solution: The Collaborative Strategy

Phase 1: Discovery Session and Proof-of-Concept DAM Design

A comprehensive discovery session analyzed use cases, workflows, metadata, and business requirements.

During this discovery phase, the company's use cases, workflows, distribution channels, metadata, taxonomy, policies, business requirements, and digital strategy were meticulously analyzed. The outcome was a customized Proof-of-Concept DAM design based on these findings. This critical step laid the foundation for the success of the entire project.

Phase 2: DAM Implementation

CyanGate configured and tailored WoodWing Assets to precisely align with the company's requirements. Asset migration and user training were also essential components of this phase. By implementing the DAM, the company experienced significant benefits, including consistent brand presentation, streamlined searching for end users, reduced data storage, and enhanced file sharing through shareable links.



Phase 3: Enriching Metadata via DAM-PIM Integration

To enhance and streamline metadata management for assets, the DAM system was integrated with the company's Product Information Management (PIM) system. This integration reduced manual data entry, improved accuracy, and expedited the sharing of product collateral with key retailers. The user experience was significantly enhanced, reducing time-consuming manual data entry and improving search capabilities within the DAM.

Phase 4: Web Publishing through CMS-DAM Integration

As a critical part of their digital strategy, the company required efficient web publishing to elevate their e-commerce efforts. Integration of the Content Management System (CMS) and DAM was paramount. By connecting the DAM with CMS, the company realized reduced time-to-market for approved assets and marketing intelligence improvements. This integration empowered web developers with a central repository of approved assets, automating processes and ensuring that only approved assets were available for use.



Results

The collaboration yielded remarkable results:

- **Brand Consistency**
Maintaining brand consistency by regulating approved asset availability.
- **Improved Searching**
Enhanced search options and refined metadata for efficient asset retrieval.
- **Reduced Data Storage**
Eliminating data duplication and reducing storage requirements.
- **Efficient File Sharing**
Replacing file attachments with shareable links for better file sharing.
- **Automated Metadata Updates**
Streamlined metadata updates, reducing manual data entry and enhancing accuracy.
- **Improved Go-to-Market Strategy**
Accelerated time-to-market by providing approved assets for web development.

DAM Solution and Services for Manufacturing

CyanGate continues to offer support and tailored solutions, ensuring ongoing digital asset management needs are met, and strategies align with industry trends.

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.