

Success Story

Advellence implements Sharedien DAM at Weidmüller



The Weidmüller Group operates in the field of industrial connectivity across various markets, including electrification, automation, digitalisation and renewable energy, and is represented by production facilities and sales companies in over 80 countries. This global presence and broad market positioning place correspondingly high demands on product communication.

When it became clear that the digital asset management system could no longer meet these requirements, Weidmüller decided to replace it and introduce Sharedien DAM, which positions the company for the future.



Founding
1850



Revenue
over €1 billion (2025)



Employees
over 5,500



Head office
Detmold, Germany

Replacement of the existing DAM system

The starting point for the project was the replacement of the existing on-premises DAM solution, which was no longer sufficiently performant or scalable given the size of the digital asset library and the complexity of product communication. Furthermore, the solution architecture consisted of two strictly separate areas for internal and external access, which not only led to media discontinuities and additional rework, but also significantly slowed down the provision of assets due to system limitations: uploaded content was not immediately available to external

users and is sometimes only available to users up to 24 hours later. The existing solution should therefore be replaced by a high-performance, future-proof DAM solution that integrates seamlessly into the digital ecosystem – in particular PIM, PLM and CMS – and enables end-to-end media workflows throughout the content processes – from the internal creation and preparation of content to its delivery to direct customers and sales partners or to the company's own digital channels such as the corporate website, the online shop or the support centre.

With Sharedien, Advellence had the ideal DAM solution for Weidmüller. During the pitch and proof of concept, the Advellence team was able to allay initial concerns about cloud solutions – particularly regarding issues such as data security and international performance. Advellence's experience in similar industrial projects further bolstered confidence in the partnership.

Implementation of Sharedien as a central DAM platform and media hub

Within a project duration of just five months, the legacy system was replaced and the cloud-based, AI-powered DAM solution Sharedien was implemented as the central platform for the management and delivery of digital assets. In total, more than 250,000 assets were migrated to the Sharedien DAM – roughly half from the previous DAM system and half from the PLM system. The PLM system was used as an additional source to benefit from the structures and links maintained there and to avoid redundant extra work.

In a second step, all product-relevant systems and touchpoints were connected to the Sharedien DAM. An API interface now ensures that around 70,000 products are supplied with up-to-date product and media data in live operation.

Thanks to a granular data model capable of mapping complex relationships between products and assets, the appropriate images, data sheets or CAD files can be automatically assigned to each individual product variant and made available via the appropriate channel.

The project was also implemented with the aim of establishing long-term self-sufficiency for Weidmüller. The IT team was therefore actively involved in system configurations, data modelling and interface development, enabling them to further develop the platform independently.

The cloud-native, API-based architecture not only ensures long-term scalability but also reduces complexity and maintenance costs during operation. Over the coming months, Weidmüller plans to tackle the provision of assets for the wholesale sector. Via BMECAT, their collections – we are talking about up to 20,000 assets per catalogue – are to be distributed directly from Sharedien.



Number of assets
about 250,000

Number of users
about 3,000

Number of products
about 70,000

Project duration
5 months

Go-Live
January 2026

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For us, it was crucial that the new DAM system functioned reliably as a central platform for all locations and use cases. Thanks to Sharedien, we can now work efficiently and optimise internal processes. Another decisive factor was Sharedien's integrated AI capability, which is already opening up new possibilities for us in terms of automation and data quality.



Matthias Redecker
Head of Product Data Management

About Weidmüller

Electrification, automation, digitalisation, electrical connection technology and renewable energies are among the Weidmüller Group's core markets. Founded in 1850, this family-owned company has production facilities and sales subsidiaries in over 80 countries. As a global player in electrical connection technology, Weidmüller achieved a turnover of over one billion euros in the 2025 financial year with around 5,500 employees worldwide – approximately 2,000 of whom are based at the headquarters in Detmold, in the heart of the Ostwestfalen-Lippe region.

About Advellence

Advellence is a systems integrator for data-driven enterprises in the enterprise segment. The company connects data, processes and technologies to build high-performance digital value chains and develop system landscapes that are fit for the future.

With over 25 years of experience, Advellence supports organisations, particularly in the retail, FMCG, manufacturing and luxury & fashion sectors, in implementing complex data and integration initiatives. A strong network of leading technology partners enables the selection and implementation of suitable solutions for a variety of use cases.

The Advellence Group also includes the subsidiaries Xtentio (digital transformation consultancy) and web4you (content, collaboration, infrastructure and security). The company operates in the DACH region, the Nordics and Benelux.

About Sharedien

Sharedien is an AI-powered content value chain platform for global enterprises.

It connects digital assets, product context and workflows in a cloud-native environment – from creation and enrichment through to distribution and reuse. Using AI-driven automation and powerful metadata models, Sharedien transforms scattered assets into connected, intelligent content.

Developed to meet the complex requirements of enterprises and global ecosystems, Sharedien integrates seamlessly with existing systems and coordinates the flow of content across teams, markets and channels. Sharedien is headquartered in Zurich, Switzerland, and is trusted by global companies such as Beiersdorf, the OTTO Group, Liebherr, Siemens and Schüco. Sharedien helps organisations transform digital assets into connected, intelligent content that creates measurable business value.

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