

wedi brings product communication to life with Sharedien

wedi is a leading manufacturer of innovative system solutions for bathrooms and wetrooms. In order to make its product communication fit for the future, the company relies on close integration of print and digital media. The growing complexity of media production and the increasing need for consistent data availability made a high-performance DAM solution necessary. The company was looking for a system that would optimize processes and integrate seamlessly into the Viamedici PIM.



Foundation year
1983



Locations
9



Number of employees
500



Distribution countries
50

CHALLENGE

Catalog creation in transition: where automation is crucial

wedi markets complex bathroom and wetroom solutions to private customers, craftsmen, architects, and specialist dealers, and the company was looking for a DAM solution to optimally support digital and analog sales processes. Without modern digital asset management, product images have to be assigned manually, so automation was particularly crucial for catalog creation.

At wedi, the process was already partially automated, as its PIM system EPIM from Viamedici transferred product information directly to the print processes. A seamless connection of the DAM solution to the PIM was essential in order to further optimize catalog creation and integrate digital content into the process.

SOLUTION

Integration & scalability: why wedi relies on Sharedien

wedi quickly opted for the cloud-native SaaS solution from Sharedien, convinced by its scalability, integration capability, and direct connection to the Viamedici EPIM. As product communication at wedi is heavily dependent on the networking of digital assets with product information, the close technology partnership with Viamedici was a further advantage.



Sharedien and Viamedici complement each other perfectly for companies with complex products. Thanks to its seamless integration, Sharedien is the ideal DAM solution for efficient workflows.

– Jürgen Müller, CEO at Viamedici

Sharedien as a central content hub: digital ecosystem with integrated DAM

At wedi, Sharedien unfolds its full potential as a central content hub, seamlessly integrated into all relevant processes and applications. This includes catalog creation, asset search, collaboration with agencies, and the provision of digital assets for trade partners or e-catalogs – a clear advantage for wedi.

Efficient and fast asset search – also with the help of AI

Rapid searching for media content is a central function of digital asset management solutions. Sharedien offers optimized, AI-supported search and a powerful similarity search that significantly speeds up the entire search process. This not only saves valuable time but also greatly increases the reuse of assets. Users can find images intuitively and simply by using natural search terms such as “gray tiled bathroom,” so there’s no need for time-consuming manual keywording.

Number of Assets

> 12,000

Number of users

approx. 70

No. of print catalog pages

approx. 160

Project start

2020

“Thanks to the central storage and simple search with AI support, we can find the assets we are looking for in no time at all with Sharedien – and the creation process for our international price lists is also much more efficient today thanks to Sharedien’s high level of integration capability.”



Kai Storjohann

Head of Digital Marketing at wedi

ABOUT WEDI

The wedi Group is a leading manufacturer of system solutions for bathrooms and wetrooms. Founded in 1983 in Emsdetten, the company is known for its unique building board with a blue core. With over 500 employees and sales activities in 50 countries, wedi produces design-oriented components for long-term, damage-free, and aesthetic bathrooms that are safe and easy to install.

ABOUT VIAMEDICI

Viamedici EPIM enables the centralized management, enrichment, and distribution of product and master data across all relevant channels. The platform is particularly suitable for companies with complex data structures that value efficiency, data quality, and structured processes.

ABOUT SHAREDIE

Sharedien is the leading expert in digital asset and content management. Our cloud-native platform is the world's most flexible content solution and it is ideal for marketing departments, product teams, agencies, and anyone working with large volumes of digital content. With intelligent AI services and an intuitive user interface, we help you organize and maintain your digital assets – images, videos, 360° images, text, logos, graphics, etc. – in the best possible way. Users in over 90 countries already rely on Sharedien. Sharedien is headquartered in Zurich, Switzerland.

Curious?

Arrange a non-binding introductory meeting with our experts:

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