ADVELLENCE SHAREDIEN SIEMENS

Success Story

Technically excellent: Advellence implements Sharedien DAM at Siemens



After 30 years, the time had come for Siemens to adopt a new digital asset management solution. The in-house legacy system no longer delivered state-of-the-art functionality, while increasing demands for performance and seamless integration intensified the need to modernise the entire digital asset lifecycle. With its modern SaaS architecture, comprehensive out-of-the-box capabilities, and a consistent API-first approach, Sharedien convinced the Siemens team as a future-proof DAM solution capable of integrating effortlessly into the company's complex digital ecosystem.

Revenue in 2025
€ 78,9 bn

Headquarters
Munich

Foundation year
1847

Number of employees
318.000

Empowering a next-level content value chain

The project team's objective was to replace the legacy system with Sharedien as smoothly as possible, prioritising the technical foundations and its integration into the wider digital ecosystem. The aim was to establish a robust content value platform capable of supporting both current and future use cases. This included linking digital assets with product data made available to Sharedien via the Kafka integration layer, governed by clearly defined business rules.

Strategic harmonization and measured flexibility proved essential to unifying over 30 consumer use cases. This rigorous technical framework was designed to accelerate future integrations and streamline the deployment of new content processes. The results exceeded expectations: rather than stopping at the planned first milestone with a single consuming system, the project team immediately expanded the rollout to onboard additional systems in a fast pace.

First things first: why prioritising technical implementation is key

By prioritising the technical implementation and integration of the DAM solution, the Advellence team established a particularly robust and sustainable foundation for future content value processes.

A clearly defined project scope, open communication, and full transparency ensured seamless collaboration between Advellence, Sharedien experts, and the Siemens project team.

This is especially noteworthy given the distributed setup: the project lead at Siemens is based in Lisbon, Portugal, while business stakeholders are located in Nuremberg, Germany — demonstrating, that with the right project approach and standardised frameworks, even complex challenges can be successfully managed across borders. Another key success factor was the strong alignment and commitment of the Siemens management team.

Replacing a 30-year-old legacy DAM system with Sharedien represented a significant step for Siemens. With its state-of-the-art SaaS architecture and API-first approach, Sharedien quickly convinced the project team during the software evaluation phase.

A further advantage was that its comprehensive, modern DAM capabilities fully met Siemens's requirements out of the box, eliminating the need for customisation.

For example, the entire asset ordering process for new products will soon be designed within Sharedien's Workspaces a collaborative feature that enables transparent communication, easily accessible briefings, and clearly structured review and approval workflows. In addition, the Siemens team benefits from numerous built-in AI features that significantly speed up management, editing, and search processes for their digital assets.

Looking ahead, the roadmap unlocks even greater potential: autonomous content orchestration, predictive asset mapping, and self-healing integration workflows will further reduce operational overhead.

The foundation is now in place for AI-driven continuous optimization, enabling the platform to intelligently adapt to evolving use cases without manual intervention, positioning the organization for next-generation integration capabilities.



Assets	Products	Derivatives	Project start
300,000+	1 million +	2.3 million +	Early 2024

"Thanks to Advellence and Sharedien we now have a foundation for over 30 consuming systems to receive assets via a modern SaaS interface. The first APIs are already live and accessible through the central Siemens API Management platform.



Sofia Simões
IT Lead at Siemens

About SIEMENS

We create technology that the world needs – in industry, infrastructure, mobility, and healthcare. These industries are the backbone of our economies – and for all of them, digitalization offers tremendous opportunities to become more competitive, more resilient, and more sustainable. With our technologies, we empower our customers to accelerate their digital and sustainability transformations. Together we're transforming the everyday, for everyone.

About Advellence

As an experienced digitalisation partner for businesses of all sizes and across a wide range of sectors, Advellence supports organisations in the sustainable development of their digitalisation strategy based on their existing IT landscape and process structure. With extensive professional and technical expertise, we stand by your side both in an advisory capacity and during the implementation and integration of systems, data and processes.

With our strong and growing network of technology partnerships, we find the ideal solution for every situation. We interconnect all your data so that it can tell your story. Technical finesse is our craft; project implementation is our passion. Consultancy, technology selection, implementation, development and integration: at Advellence, you get everything from a single source – with the Advantage of Excellence.

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 to distribution and reuse. With AI-driven automation and powerful metadata models, Sharedien transforms scattered assets into connected, intelligent content.

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

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