SHAREDIEN

CUSTOMER SUCCESS STORY

Cleanly integrated: 360° product view at Kärcher thanks to Sharedien



KÄRCHER

Foundation year
1935

Revenue
EUR 3.5 bn. (2024)

Number of employees
17,000

Headquarters
Winnenden

Before introducing Sharedien as its central digital asset management system, Kärcher worked with a simple image database that it had developed in-house. As the company grew, it became increasingly difficult to keep track of products and product images, manage digital assets in a targeted manner, and distribute those assets to the many channels as needed. This difficulty is understandable, as the Kärcher Group now comprises more than 160 companies in 85 countries. Ultimately, replacement with a modern, cloud-based solution was inevitable.

CHALLENGE

From individual solutions to shared solutions in no time at all thanks to a flexible data model

Before Sharedien was implemented at Kärcher, the teams worked with an image database they had developed themselves. As the company grew and product communication became more complex, the old system soon reached its limits.

A new solution was therefore sought to efficiently manage, maintain, and control the 170,000 assets centrally. The aim was to provide optimal support to both the subsidiaries and the entire dealer network. Acceptance of the new solution – with the help of an excellent user experience – was an important project goal for Kärcher.

SOLUTION

Sharedien – a sustainable solution that grows with your needs

Thanks to its high level of integration and ability to meet Kärcher's individual needs, Sharedien was able to set itself apart from the competition during the selection process. The introduction of Sharedien has enabled centralized asset management and a true 360° view of all products and product images.

This provided a better overview of the entire product range. The automated transfer of assets was also one of the project goals. With the introduction of the professional Sharedien solution, all processes related to the creation, management, and use of digital assets were optimized.

Flexibility and integration: the key to project success

The adaptability of the new digital asset management solution to Kärcher's individual needs was important for the success of the project – one of Sharedien's greatest strengths.

The new Sharedien solution was quickly and effectively integrated into Kärcher's system landscape and work processes. With the help of extensive search functions and a clear display of the links between products and images, an intuitive 360° view was created, which greatly simplifies the handling of the 170,000 assets.

Numerous functions and integrations contributed to the improvement and standardization of many processes at Kärcher.

Sharedien: perfectly integrated into Kärcher's creative processes

The replacement of the self-developed image database and the further development of Sharedien proceeded quickly, smoothly, and in a targeted manner. The reusability of assets has been significantly improved, meaning that the effort involved in creating them pays for itself more quickly.

Kärcher's communication processes also benefit from direct access to product images and other media. Automated publication processes across various channels have greatly simplified product communication.

This applies to all global subsidiaries that require country-specific content. Numerous enhancements continue to support the ongoing optimization of internal processes.

Number of assets	Number of users	Number of countries	Companies
170,000 (approx.)	**11,000** (approx.)	**85**	**160**

"With Sharedien, we now have a true 360° view of all products and product images. This enables consistent communication across all channels – and saves us valuable time in coordination every day."



Sebastian Schillings-Bidon
Marketing Specialist
Corporate Marketing & Brand Management

ABOUT SHAREDIEN

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 who works with large volumes of digital content on a daily basis. With intelligent AI services and an intuitive user interface, we support you in optimally organizing and maintaining your digital assets, such as images, videos, 360° images, texts, logos, and graphics. More than 100,000 users in over 90 countries already trust Sharedien. Sharedien is headquartered in Zurich, Switzerland.

Curious?

Arrange a non-binding introductory meeting with our experts.

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ABOUT KÄRCHER

Kärcher was founded in 1935 and is now the global market leader for cleaning equipment and systems. In 2024, its turnover was estimated at around €3.5 billion, and the company employs around 17,000 people in 85 countries worldwide. Developments in its core product, high-pressure cleaners, in particular, have given the company global significance. Since the late 1970s, Kärcher has been responsible for cleaning projects on famous works of art and listed buildings such as the Christ the Redeemer statue in Rio de Janeiro, the presidential heads on Mount Rushmore in South Dakota (USA), and Berlin Cathedral.

