

## Case Study

# Seamlessly Integrated. Kärcher Replaces Its Custom Image Database with Sharedien – Implemented by Advellence



## Initial Situation

Before the introduction of Sharedien, Kärcher's teams worked with a custom-built image database that had served the company well for a long time. However, with the company's growing size and the increasing complexity of product communication, the legacy system soon reached its limits.

Kärcher needed a new solution to optimally manage, maintain, and govern its 150,000 assets – and to effectively support subsidiaries in roughly 120 countries as well as the entire dealer network.

## Goals

The goal of introducing the new Digital Asset Management solution was to establish centralised asset management and achieve a true 360° view of all products and product images, enabling better visibility across the entire portfolio.

Automating the distribution of assets was also a key objective. Replacing the custom-built system with a professional DAM solution was intended to optimise all processes related to the creation, management, and use of digital assets.

## At a Glance

### Initial Situation

Custom-built image database | 150,000 assets | increasing complexity

### Project

Fast, streamlined, goal-oriented | automation of publishing workflows | InDesign integration

### Objectives

360° view of products and images | automation | integration of dealer network | internationalisation

### Motivation

Legacy system | user acceptance | individual requirements and needs

### Solution Design

Advanced search capabilities | relationship visualisation | rapid implementation and integration

### Vision

Sharedien III | new features | further process automation

## In Conversation with Sebastian Schillings-Bidon



### Sebastian Schillings-Bidon

Sebastian Schillings-Bidon works in Corporate Marketing and Brand Management and has been with Kärcher since 2018. As project manager, he is responsible for the introduction and rollout of the DAM solution Sharedien III.

#### **Mr. Schillings-Bidon, you are coordinating the migration to Sharedien's third expansion stage. Can you tell us about the early days of the project?**

Before Sharedien, we used a simple, home-grown image database at Kärcher. For a long time, this worked smoothly. However, as Kärcher grew, it became increasingly difficult to manage assets effectively – and distributing assets to the many channels became a significant challenge. Implementing a professional software solution eventually became unavoidable.

#### **Which goals did you pursue at the time, and how did they influence the evaluation criteria?**

With Sharedien, we wanted to introduce centralised asset management and achieve a true 360° view of all products and product images. We also aimed to automate the distribution of assets into various channels.

A critical evaluation criterion was therefore the integration capability of the DAM solution. Given the 150,000 assets managed at Kärcher, the performance of search functions was also crucial. Equally important was the system's ability to visualise relationships between individual products and images, helping us gain a better overview of our product portfolio.

#### **How did you select the digitalisation partner?**

To find the right partner, we relied on assessments from established analyst firms. Sharedien ultimately distinguished itself from the competition – also due to an excellent price–performance ratio. We chose Advellence for implementation because they are the key Sharedien integration partner in the European market and they impressed us with their technical expertise and hands-on mentality.

## About Kärcher

Founded in 1935, Kärcher is now the world market leader in cleaning equipment and systems. The company reported revenues of around €3.1 billion in 2021 and employs approximately 14,400 people in 78 countries. Kärcher's innovations – particularly in its core product, the high-pressure cleaner – have earned the company worldwide recognition.

Since the late 1970s, Kärcher has been responsible for cleaning several iconic landmarks, including the Christ the Redeemer statue in Rio de Janeiro, the presidential heads at Mount Rushmore in South Dakota (USA), and the Berlin Cathedral.

## Motivation

Replacing a custom-built asset management solution is always a challenge for the entire project team. All functions and processes were developed closely around the company's needs, so user acceptance of the new solution and its user experience was a key project objective.

The complexity of Kärcher also needed to be addressed: in the end, all subsidiaries in roughly 120 countries and the entire dealer network needed access to the digital assets – amounting to approximately 14,000 internal and 770 external users.

## Solution Design

A crucial success factor was the adaptability of the new DAM solution to Kärcher's specific requirements. Sharedien's extensive technological capabilities, combined with Advellence's deep technical expertise, made it possible to integrate the solution quickly and effectively into Kärcher's system landscape and workflows.

A true 360° view and easy, efficient handling of the 150,000 assets were achieved through advanced search capabilities and the ability to visualise relationships between products and images. Numerous features and integrations helped standardise and improve many processes across the organisation.

## Project

Thanks to Sharedien's strong integration capabilities and the solution's ability to meet Kärcher's individual needs, the Swiss DAM platform stood out during the evaluation process. Advellence, as both an experienced system integrator and the developer of Sharedien, proved to be the ideal partner for implementing and continuously evolving the solution.

The replacement of the custom-built image database and the further development of Sharedien were completed quickly, efficiently, and with a clear focus on results. Soon after, Kärcher's marketing team was able to automate publishing workflows across various channels, significantly simplifying product communication. This applied to all global subsidiaries, each of which requires localised content.

In addition, an InDesign integration enables the rendering of all product sheets directly within the DAM system, and many other enhancements support continuous optimisation of internal processes.

## Vision

With its modern cloud-native technology, Sharedien is the ideal solution for Kärcher's highly professional marketing team. For the cleaning specialist, it is no longer just about managing product images, videos, and marketing materials. Kärcher recognises that modern corporate communication must be flexible, fast, and cross-channel.

Sharedien provides a high-performance and flexible foundation that optimises all processes related to product marketing – supported by extensive automation capabilities. The third expansion stage of Sharedien brings numerous new features and benefits, as well as a redesigned user interface that promises an even more intuitive user experience for the roughly 14,000 internal users.



## About Advellence

As an experienced digital transformation partner for companies of all sizes and industries, Advellence supports organisations in the sustainable development of their digitalisation strategies by building on their existing IT landscapes and process structures. With extensive technical and domain expertise, Advellence provides both strategic consulting and hands-on support in the implementation and integration of systems, data, and processes.

With our strong and growing network of technology partnerships, we identify the ideal solution for any starting point – from data and information management to modern work solutions and advanced data and analytics scenarios that give your company the competitive edge it needs.

We connect all your data so it can tell your story. Technical precision is our craft; project execution is our passion. Consulting, technology selection, implementation, development, and integration: At Advellence, you get everything from a single source – with the **Advantage of Excellence**.

## About Sharedien

Sharedien is the leading expert for Digital Asset and Content Management. Our cloud-native platform is the most flexible content solution worldwide, 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 optimally organise and manage your digital assets – including images, videos, 360° imagery, text, logos, and graphics.

Users in more than 90 countries rely on Sharedien. Sharedien is headquartered in Zurich, Switzerland.



**Otakar Tomes, CEO Advellence**

"As an integration partner, one of our key tasks is to optimally support communication between our clients and the system vendors."

**ADVENCE** 

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