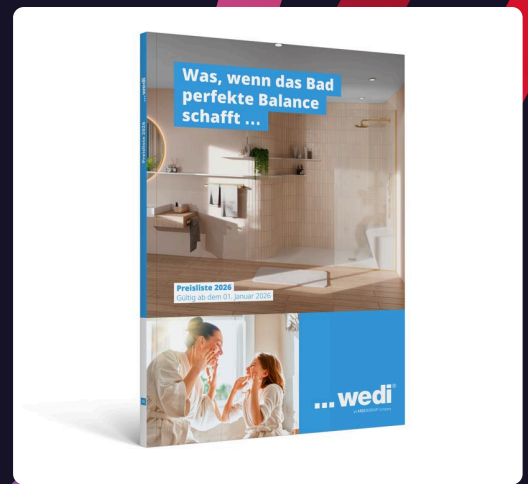





Success Story

# Advellence implements Sharedien DAM at wedi



wedi is a leading manufacturer of innovative system solutions for bathrooms and wet rooms. Sales across Europe are supported by print publications such as the product catalogue, which is available in seven languages. Producing this catalogue is a complex process due to numerous product dependencies and a high degree of automation.

At the same time, digital communication via the website was also to be specifically tailored to different target groups and further developed. The introduction of a Digital Asset Management (DAM) solution has created a future-proof foundation that structures and simplifies processes and enables measurable efficiency gains.

 <p><b>Year of establishment</b> 1983</p>	 <p><b>Countries</b> &gt; 50</p>
 <p><b>Employees</b> 500</p>	 <p><b>Head office</b> Emsdetten</p>

## Implementing a DAM solution to optimise product communication

Product communication at wedi thrives on the intelligent interlinking of product information and digital assets – extending far beyond the traditional sales catalogue. As a provider of technically sophisticated system solutions, the company faces the challenge of presenting complex products in a way that is tailored to specific target groups – for private customers, tradespeople, architects and specialist retailers alike. A modern, seamlessly integrated product content management system forms the foundation for this.

With Sharedien, a high-performance DAM solution was implemented that perfectly complements Viamedici's existing PIM solution. The main objective of the project was to consolidate all digital content into a single system and integrate it directly into all relevant creation and publication processes, particularly the production of the sales catalogue. This was intended to improve content consistency, reduce redundancies and significantly shorten time-to-market.

## Digital ecosystem with integrated DAM

To maximise the added value of product communication, Advellence implemented the Sharedien DAM system as a central content hub within wedi's digital ecosystem. The Advellence team's many years of project experience in the areas of PIM and DAM proved to be a decisive factor in the project's success: the consistent integration of data, technologies and processes resulted in a powerful data hub that enables consistent and efficient communication across all channels.

Particularly in the area of catalogue production, which had already been partially automated and involved numerous complex logic rules, efficiency was significantly increased through the close integration of PIM, DAM and the print system. Media content is available in a structured, up-to-date and seamless format, which reduces sources of error and minimises coordination efforts.



Collaboration with external agencies has also been made significantly more transparent and efficient through dedicated collaboration areas within the DAM. At the same time, retail partners and electronic catalogues benefit from a structured and controlled distribution of digital assets.

Furthermore, day-to-day workflows have been noticeably simplified through the implementation of Sharedien's native AI functions. Through automated image background removal and intelligent search mechanisms, which make content easier to find and ensure the long-term quality of the data, the project team has created an efficient and secure workflow.

In addition to the integration of the Viamedici PIM system and the direct connection to the print system, productivity and creative applications such as Office programmes and Adobe Creative Cloud have also been seamlessly integrated. This allows users to access up-to-date media content directly within their familiar working environments without having to switch systems. This significantly simplifies processes, increases user acceptance and boosts overall productivity in the long term.

This complex project, which is central to the company's business success, benefited from the in-depth process understanding of the experts at Advellence, as well as from transparent and honest communication from the project team and swift, straightforward problem-solving.

Number of users

70

Number of assets

14.200

Site catalogue

260

Project launch

August 2020

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*The process of producing our catalogue has benefited particularly from the introduction of the new DAM solution – thanks to the seamless integration of PIM, Sharediens DAM and the print solution, we are now much more efficient.*



**Kai Storjohann**

Head of Digital Marketing at wedi

## 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. We stand by your side with extensive professional and technical expertise, 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 wedi

The wedi Group is a leading manufacturer of innovative system solutions for bathrooms and wet rooms. Founded in 1983 in Emsdetten, Westphalia, the company is renowned for its building board with a blue core – developed by the company's founder, Helmut Wedi. Today, the system provider employs more than 500 people and operates in over 50 countries. At sites in Germany and the USA, wedi produces complete building systems and design-oriented components for bathrooms that remain damage-free and aesthetically pleasing in the long term. The strategic focus is on a high degree of prefabrication and integrated technology to enable safe and simple installation. wedi is certified to the ISO 14001 environmental management standard and pursues a comprehensive sustainability strategy.

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