

Case study

Wedia supports süwag in managing a *central repository of validated digital assets.*

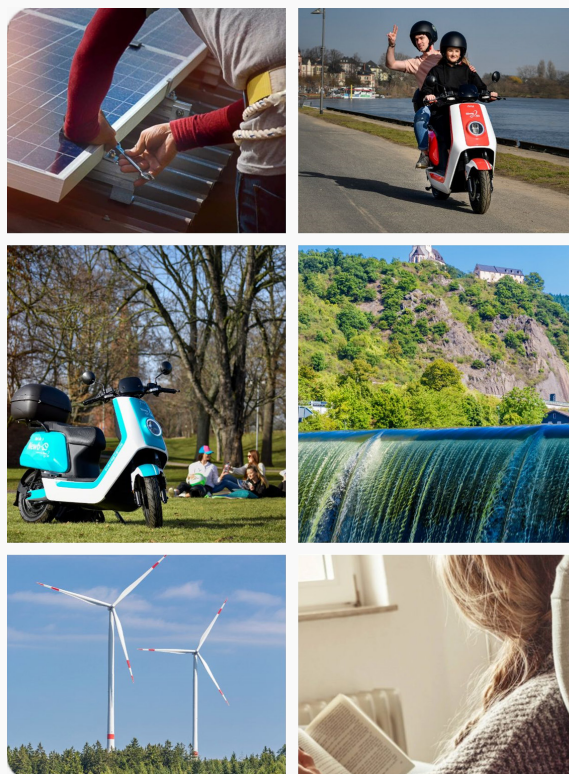
Background

Süwag Energie AG is a regional energy supply and energy services company. The supply area of Süwag and its subsidiaries, which covers almost 5,200 square kilometers, is spread over four federal states: Hesse, Baden-Württemberg, Rhineland-Palatinate and Bavaria. It has a multi-regional structure and numerous locations close to its customers - true to its promise: "Meine Kraft vor Ort" (my local power). Süwag employs around 1,700 people and is training around 100 apprentices each year.

Challenges

Süwag Energie AG wanted to build a unique platform that would serve as a central point for all of its assets in order to improve visibility and control of assets, as well as increase marketing efficiency. The group wanted to save time in the search for and traceability of approvals, as well as ensure the necessary legal compliance for the use of digital assets and transparency regarding their use.

Süwag's biggest challenge was to achieve time and cost savings in asset management by speeding up the creation and approval process and avoiding repeating photo shoots, filming and stock image purchases.





Digital Asset Management

Working closely with the company's marketing and communications department, Wedia was able to accompany Süwag and establish a tool for centralizing, sharing and publishing the group's images, videos and documents. Wedia's DAM solution meets the needs of Süwag's various business units, but also unifies the management of digital content in a system open to all business units:

- The assets have been validated beforehand & the published marketing documents respect the brand guidelines of each business unit.
- Correct, up-to-date and approved assets are always available and can be downloaded or even shared by users according to their respective rights.
- Personalized asset categorization enables quick search and relevant results
- The DAM solution is well prepared for future extensions such as Wedia modules (Distributed Marketing / Media delivery & digital experience) or the connection to internal systems

Benefits

Follow brand guidelines

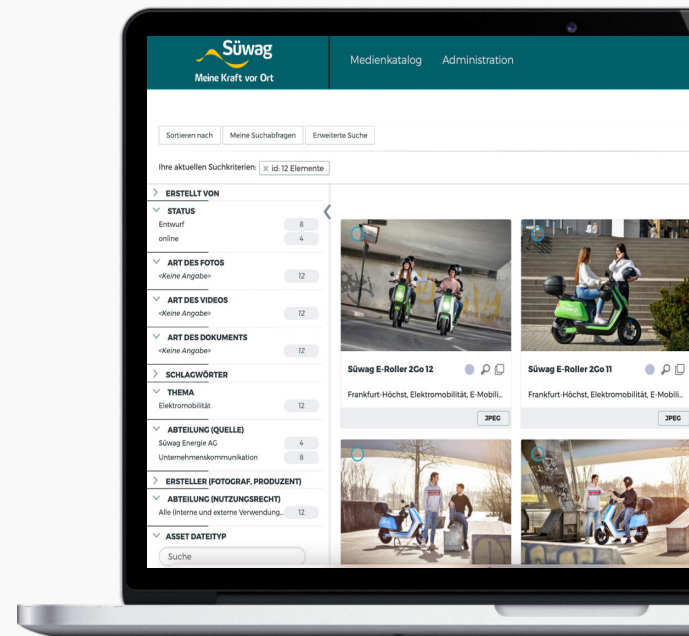
All assets used by Süwag are now centralized and previously validated.

Respect Usage rights

The group ensures that the correct, current and approved assets are always available and that users can download or even pass them on to others while respecting their own permissions.

Be fast and efficient

The Süwag teams have direct access to all updated materials. The simple access and intuitive interface of the DAM also enables interested users to find the information they are looking for very quickly.



“Thanks to Wedia, our teams can work now much faster and more efficiently with different assets. Licences and approvals are immediately visible, saving us time and money every day.”

**Sarah Hoffmann, Digital Marketing
Süwag**