



Use Case

aclevion.

## More marketing efficiency and quality with digital asset management

The company employs over 700 people and uses over 20 brands of its own or under license, each with its own corporate design and corporate identity. As an internal service provider, the central marketing department creates the measures for all these brands. The marketing experts not only have to serve the various brands effectively, but also meet the increasing demands of their target groups for digital media.

Today, the company manages all brand and marketing content in the central censhare digital asset management system. All content exists exactly once and always in the current version. An overarching, system-supported process regulates the lifecycle of the content via validation mechanisms, from import, refinement and approval to publication and subsequent archiving. The system also supports export to external headless content management as well as the control and assignment of external jobs for image processing, translation or print approval.

The central system offers many advantages: Where files used to be difficult to find, the centralized and structured system now ensures order. All files are always accessible and always in the correct version, which not only significantly increases brand compliance, but also the quality of communication and the impact on the market. Finally, the system-supported workflow optimizes internal processes, reduces the workload, enables new agility and creates the basis for further automation in marketing.



LAVEBA

### Requirements

In the past, all marketing data was stored on drives, exported and approved by hand. The information was neither harmonized nor standardized and many processes tied up resources unnecessarily. As part of a reorganization of internal marketing, LAVEBA not only revised its marketing strategy, but also invested in the necessary systems.

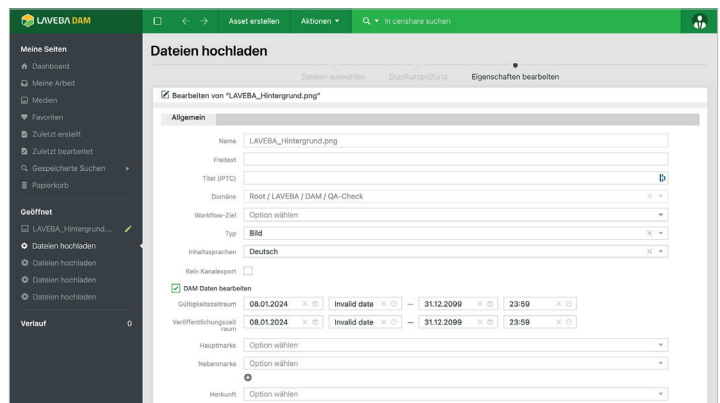
The new system should increase efficiency in marketing and the LAVEBA network, create the infrastructure for marketing automation and increase brand compliance. Together with LAVEBA, we analyzed the data and organization, derived the rights concept, master data, output items and order processes and implemented a comprehensive asset lifecycle based on the censhare DAM.

# The asset lifecycle process: full control from upload to archiving

Based on central digital asset management, the company uses a comprehensive asset lifecycle process for all files and information, which ensures greater process reliability and data quality. Users have access to different subtasks and actions depending on their role and rights. Each asset passes through various quality gates, in each of which different processes run with system support and further actions are possible, such as the creation of external orders.

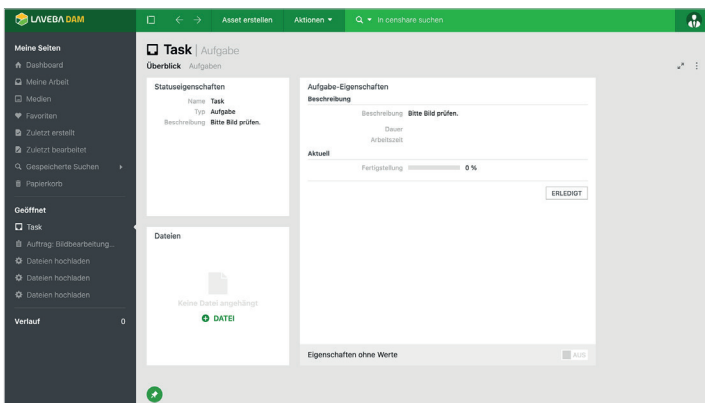
## 1. Upload and QA-Check

Files are loaded directly into the system by marketing or other users. After a duplicate check and the automatic creation of information such as file names or IPTC headers, they are automatically sent to the internal quality check. There, mandatory information is added and automatically validated by the system, e.g. main brand, output channel, ALT text, keywords, licensing information and much more. The system also creates file names based on a defined naming convention. Various jobs can then be started and the file finally released.



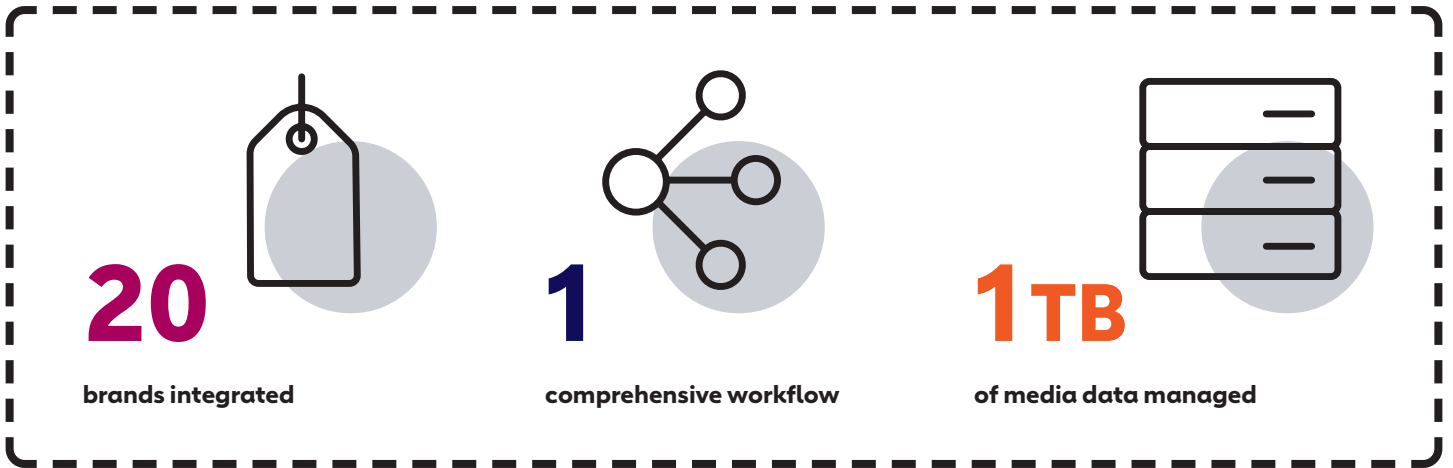
## 2. Integrated order management

Various jobs with external partners can be started during the QA check: For image processing orders, the briefing is sent to the agency together with the file and the deadline and the entire order is processed via the system. Once Marketing has accepted the edited image, it is replaced in the system. The process is similar for translation jobs, except that the translated text is saved as a variant of the original. For PDF files, a check order with comments controls the creation of print-ready layouts.



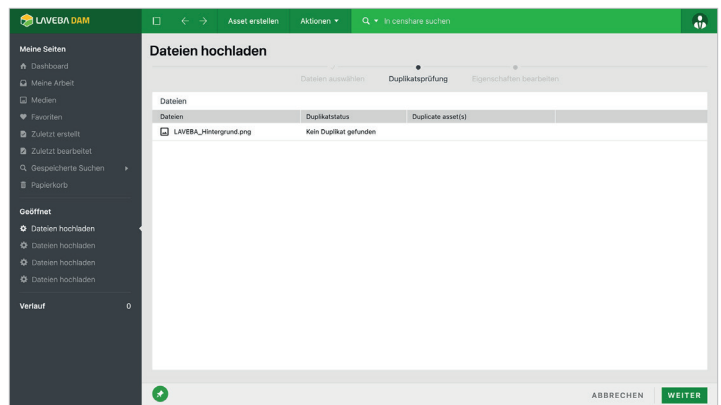
« With the implementation of censhare, we were able to increase efficiency in the organization and lay the foundation for future next steps in marketing automation. »

**Gabriel Gübeli, LAVEBA Genossenschaft**  
Head of Corporate Communications & Marketing



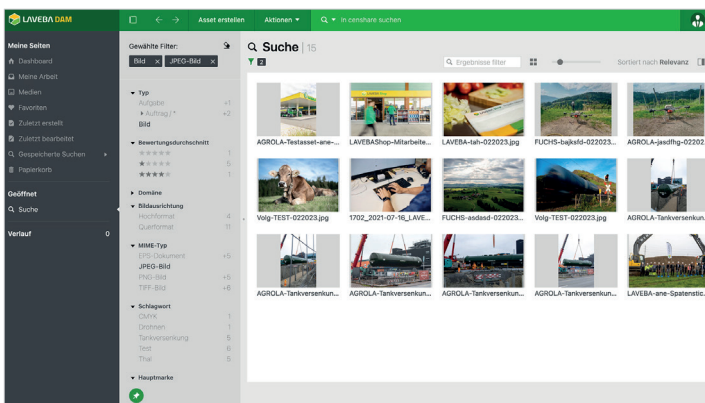
### 3. Approval

This is where all files are finally checked by Marketing before they are used in communication. A file can be released or returned to the QA check, but it can also be deleted or archived directly. All options are stored in the system as actions and are executed with a single click. If all validations are successful, the file can also be released automatically, e.g. based on a planned publication date.



### 4. Publication

From this quality gate, the files are available to users in the system and can be used in communication. Differentiated roles and rights ensure that each user only sees the brand content for which they are responsible. Digital files are automatically published to the connected headless content management system and also automatically archived when their validity has expired. All files can be sent back to the QA check from here or archived once they have expired.

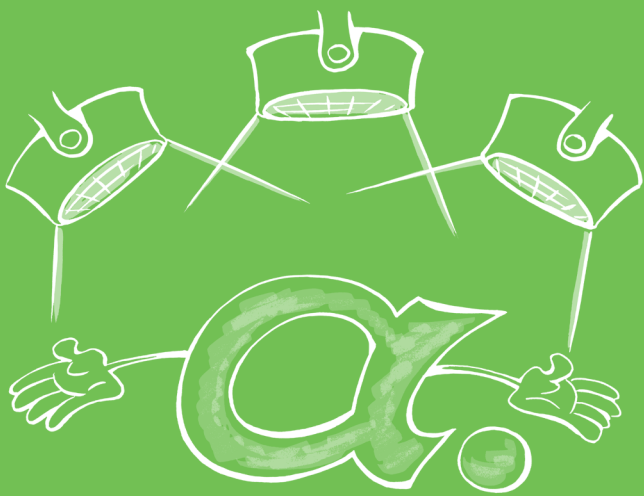


### 5. Archive and trash

A sophisticated archiving concept ensures process reliability over a long period of time: files that may be returned for a QA check or for which it is not yet clear whether they will be permanently saved or deleted are stored in a short-term archive (hot storage). The long-term archive (cold storage) contains all content that the company wants to keep for the long term. Files in trash, on the other hand, are blocked for use in the system and automatically physically deleted according to a defined set of rules.

# Über LAVEBA

LAVEBA, the cooperative association for agriculture in Eastern Switzerland, unites the leading LANDI cooperatives and LANDI stock corporations in Eastern Switzerland - in the cantons of St. Gallen, both Appenzells (AI/AR), Glarus, the Principality of Liechtenstein, parts of Thurgau and Schwyz. LAVEBA is a modern, cooperatively organized retail and service company in the fields of energy, retail, agriculture and real estate. With innovative services for homes, farms and businesses under the LAVEBA Shop, AGROLA, LANDI, UFA and other brands, LAVEBA meets the diverse needs of farmers, companies, organizations and private individuals.



## About alevion

For 15 years we have been providing our customers with digital solutions for the best customer and product experience. We create content hubs, content platforms and PIM systems. We focus on leading applications, the latest technology and the best fit for you. In doing so, we listen to you until we really understand your business with all its specialties and needs. This is how we develop customized solutions that are not only tailor-made but also sustainable. For Migros, Geberit, Swiss Post, Die Mobiliar, and for you.

Learn more at [alevion.com](https://www.alevion.com)