CLAAS, the international manufacturer of agricultural equipment, has been using the CELUM Digital Asset Management software since 2009. CELUM is used for image editing and processing as well as for the management of thousands of images and marketing materials in a multitude of different languages. With its plugins for Adobe InDesign and MS Office, CELUM is the core element of the optimized marketing and publishing processes and serves as CLAAS’s central content hub thanks to the export options to other systems.

THE CHALLENGE – PRODUCING DIVERSE MARKETING MATERIALS AT SHORT NOTICE

CLAAS has its corporate headquarters in Germany and also has 12 international manufacturing locations and 13 sales companies. With its 11,000 employees and more than 150 importers worldwide, CLAAS generates 77% of its turnover abroad. A global corporate structure like this requires sophisticated and efficient marketing and communication processes.

In photo shoots before CELUM, CLAAS used to edit and save up to four times more photo scenes. From the photo shoot to the completed marketing material, vast amounts of time and money had to be spent. Additionally, this production process turned out several image versions, making it hard for the employees to keep track.

CLAAS Group Marketing is in charge of 23 product brands, about 300 types of products and countless product variants. The result was a tremendous amount of data (images, brochures, presentations), which was too much to handle for the old system.

Michael Tusch, CLAAS Group Marketing

“By using CELUM, we were able to cut our production period from the photo shoot to the completed product brochure to one month, and production costs are a mere third of what they used to be.”
THE SOLUTION – CROSS-COMPANY DIGITAL TEAMWORK

CLAAS replaced its existing multimedia database with CELUM in 2009. The current CELUM solution is managing 200,000 objects, amounting to approximately 6 terabytes. 1,600,000 downloads have been performed since the implementation. 1,800 users work with the CELUM software, around 10% of them on a daily basis.

By utilizing the CELUM workflows and CELUM InDesign.Connect, CLAAS is able to, for example, shoot a new product in Hungary in July and print the brochure in Germany as early as August. This new procedure is not only saving a significant amount of time, but also cut production costs by two thirds.

CELUM InDesign.Connect is the main tool of CLAAS’s agencies and print offices. Each year, CLAAS produces approximately 900 brochures in 15 languages on average. All raw data of the 30 to 40 annual shootings is saved as a back-up in CELUM. Additionally, the entire marketing material in all languages is stored in CELUM: from edited images to printed marketing materials.

CLAAS is using CELUM as its central content hub for the download center on the CLAAS website claas.com, as well as for 4 online shops, for the Extra.net sales partners’ download center, for the „Evolution“ training software, and for the press and image archive.

CELUM PowerPoint.Connect is primarily used for product presentations. At two clicks of the mouse, images from the database are incorporated into the presentation and updated automatically.

CLAAS

CLAAS is one of the world’s leading manufacturers of agricultural engineering equipment. The company is the European market leader in combine harvesters and world leader in self-propelled forage harvesters. CLAAS is also a top performer in world-wide agricultural engineering with tractors, agricultural balers, and green harvesting machinery. The CLAAS product portfolio also includes state-of-the-art farming information technology. CLAAS employs around 11,000 workers worldwide.

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