Swarovski uses CELUM Digital Asset Management (DAM) Software. It is a crucial part of the puzzle that links together the company’s digital architecture, manages its content and simplifies workflows for many of the company’s business units.

The Challenge: Optimizing the Marketing Process

Swarovski Group, based in Wattens, Austria, sells its products in 170 countries worldwide. The family-run firm has about 32,000 employees and a turnover of about 3.4 billion Euro. This global corporate structure requires efficient marketing and communications processes.

In its different corporate sectors Swarovski manages 700,000 digital assets. A new digital structure was required for the overwhelming volume of diverse data. Swarovski needed a DAM that could manage all the company’s data content. It had to fulfill the following requirements:

> Simple usability
> Varied configuration possibilities without extra programming
> Fast reaction times with large volumes of data
> Preview options for many file formats
> Simple data exchange
> Simple integration of external systems
> Documented API
THE SOLUTION: A HEART FOR DIGITAL ARCHITECTURE

In 2008 Swarovski replaced the decentralized and fragmented data silos with CELUM DAM, which fulfilled all the above requirements. CELUM’s solution now manages 700,000 assets with a data volume of about 8 terabytes. 2,300 users manage their data and internal product searches with CELUM DAM.

CELUM DAM provides the company with the ideal piece in the puzzle for their own digital architecture. It is the central interface for any digital content (CAD data, texts, graphics), that can be stored and accessed there if required. Many existing systems can access this system quickly and simply, such as SAP Commerce (product information management), the company’s intranet, Microsoft Sharepoint, the online shop, the press area, as well as Swarovski’s mobile app. SAP Commerce uses the data in CELUM DAM to add appropriate images and videos to the product information.

CLEAR INCREASE IN PERFORMANCE

Swarovski’s internal workflow has benefitted hugely from the introduction of CELUM DAM. Less client software is required for image conversion because CELUM DAM is integrated. This radically reduces the time it takes to find the right assets, because the metadata gives the user more precise search results. Also, more storage space is freed up by unifying the fragmented data silos.

Many duplicates of assets could be eliminated. The usability is impressive: Previously, staff had to search for the right assets for their colleagues. Now they can simply get the assets themselves as the system is simple and self-explanatory.

SWAROVSKI

Swarovski Group, based in Wattens, Austria, encompasses Swarovski Optik, Tyrolit and the Swarovski crystal business, which is the largest business sector. Swarovski designs, produces and distributes high quality crystal, genuine gemstones and synthetic gems, as well as jewelry, accessories and lighting. With 2,800 stores worldwide and distribution of its products in over 170 countries, the company is a reliable partner to its customers worldwide. In 2016 the turnover of Swarovski Group was nearly 3.4 billion Euro. The company has 32,000 employees worldwide.