voestalpine, an international steel, technology and capital goods group, has been employing CELUM’s expertise in digital asset management for more than 10 years. To meet the increasing requirements, the existing 500 GB media database with 115,000 assets was successfully migrated to the future-proof CELUM enterprise solution.

THE CHALLENGE – COOPERATE EFFECTIVELY WORLDWIDE

The voestalpine Group is represented by 500 affiliates in 50 countries on 5 continents and employing around 49,000 people. This global reach proved to be a considerable challenge for the Group when it came to using and exchanging digital assets.

The increasing demand for pictures, audio clips and video, stemming from the Group’s own growth as well as the rising significance of new media, produced an influx of new assets.

Due to the lack of a clear, worldwide system of organization the searching for useful materials was a tedious challenge. It was much more convenient to produce new photos as well as other assets than to search for already existing ones. Therefore the voestalpine Group needed to reassess its global processes concerning the storage and exchange of digital assets to minimize costs and storage space.

“The innovative management of our digital assets has proven to be a real source of added value within our company-wide cooperation. For many years we have found a reliable partner in CELUM.”

Karin Keplinger, Project Manager Corporate Communications
VOESTALPINE MEDIAWORLDS: THE INTERNATIONAL DIGITAL ASSET HUB

Since 2004 the CELUM media database allows all voestalpine employees throughout the world to cooperate with one another more easily, especially concerning the exchange of documents and data like videos or printable pictures with the PIN-code function or via hyperlinks. The differentiation between read-only users and editors increases user acceptance and an ordering service guarantees the security of rights. The variety of downloadable formats and the practical desktop tools beside many other applications are further arguments for CELUM that are worth mentioning. The connection to the CMS system, which maintains 200 different enterprise websites, makes Voestalpine mediaworlds the central hub for all digital assets.

The since 2004 heavily used database will no longer meet the increasing demands of the future claims and amounts of data. Therefore it has been technically expanded and prepared for the interactive organizational units as part of the migration project.

In 2015 the existing 500 GB media database with 115,000 assets was successfully migrated to the CELUM enterprise solution.

Due to the technical expansion, five divisions with 500 companies are now equipped with a database 23,500 users have access to. The so-called “mediaworlds” – developed specially in collaboration with CELUM – were well placed to cope with the growing amounts of data and numbers of user groups and were capable of adapting flexibly to future requirements.

CELUM provides the basis for all asset management in addition to functioning as a central hub for the publishing and integration of assets in CMSs, CDNs, homepages, social media platforms, central translation management system and the voestalpine Group’s central press portal.

VOESTALPINE GROUP

The voestalpine Group is a steel-based technology and capital goods group. With its top-quality products, the Group is one of the leading partners to the automotive and consumer goods industries in Europe and to the oil and gas industries worldwide.