

Ansira

Connecting



Acquia DAM

to →



Customer success story



How CI HUB Helps Ansira Offer Creative Efficiency and Brand Consistency

Ansira

CI HUB Customer Success Story with Ansira

Ansira, a global marketing technology and services leader, integrated Acquia DAM and CI HUB with Adobe InDesign to create a seamless link between their central asset repository and design tools. This integration enhanced efficiency, ensured brand compliance, and enabled smooth collaboration across the firm's global teams.

As a result, Ansira's 116 designers now produce over **130,000 custom designs annually**, achieving a **98% satisfaction rating** on turnaround time.



Introduction

Ansira is a global marketing technology and services company headquartered in St. Louis, Missouri. With a team of more than 1,600 experts, Ansira supports over 500 brands across 140 countries and in 11 languages, delivering local relevance at a global scale.

By aligning corporate strategy with local execution, Ansira empowers brands and their distributed networks

to deliver cohesive, data-driven experiences.

To enhance this capability, Ansira has integrated CI HUB and Acquia DAM. These tools are critical in ensuring brand consistency, streamlining content workflows, and supporting the precision marketers need to drive growth.

CUSTOMER SUCCESS STORY - Ansira

Customer



“Having our entire team with access to the same resources makes working not only efficient, but also ensures that we are maintaining consistency in how our clients’ brands are represented around the world.”

Jessy Maggard,
Director of Creative Services, Ansira

Challenge

For Ansira's creative services team, one key challenge has been collaborating efficiently across their global design teams to help their clients, while maintaining consistency across brands.

For example, when working on projects, designers often had to download assets and package them up with working files to be able to collaborate with each other. This process was **inefficient and time-consuming**, while creating the risk of team members unknowingly working with **outdated assets**.

What's more, maintaining **brand integrity** while tailoring marketing

materials for local audiences was a crucial requirement. Ansira needed to bridge the gap between national strategies and local impact without compromising brand standards.

Finally, managing a vast array of resources, including **client-provided assets, style guides, stock assets, and templates**, hindered productivity. The existing metadata associated with imports from stock imagery sites was often not as refined as needed for their specific requirements, requiring a more tailored approach to asset tagging.



New challenge

Managing a vast array of resources

Solution

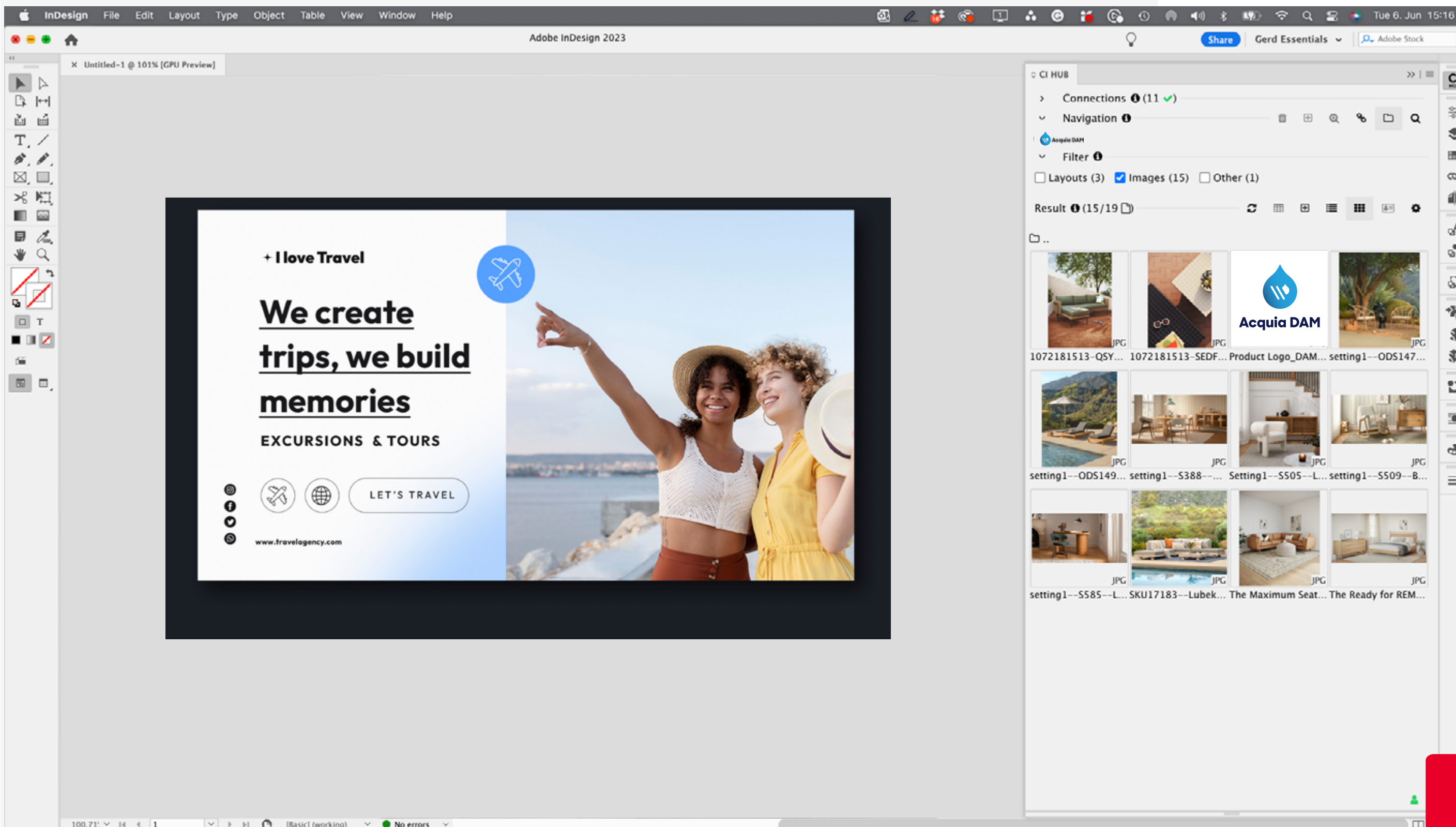
To address these challenges, Ansira integrated **Acquia DAM** and **CI HUB** with **Adobe InDesign**. This integration established a crucial link between their central digital asset management system and their primary creative design application. With this connection in place Ansira's global creative services team were able to work with greater efficiency and collaboration while strictly adhering to their client's brand guidelines.

So, how does it work in practice? **Acquia DAM** serves as a **centralized library**, housing all client-specific assets and essential production resources. This centralized

repository is then connected to **Adobe InDesign**, the designer's primary work tool, via **CI HUB**.

This integration has become an indispensable component of Ansira's overall creative process, allowing their creative teams to **work independently or collaboratively with ease**, while ensuring that client brand standards are consistently upheld.

Standard View
InDesign



Benefits

The implementation of **Acquia DAM** and **CI HUB** significantly improved Ansira’s creative operations. Firstly, the integration streamlined the team’s collaborative design workflows and ensured seamless transitions between designers.

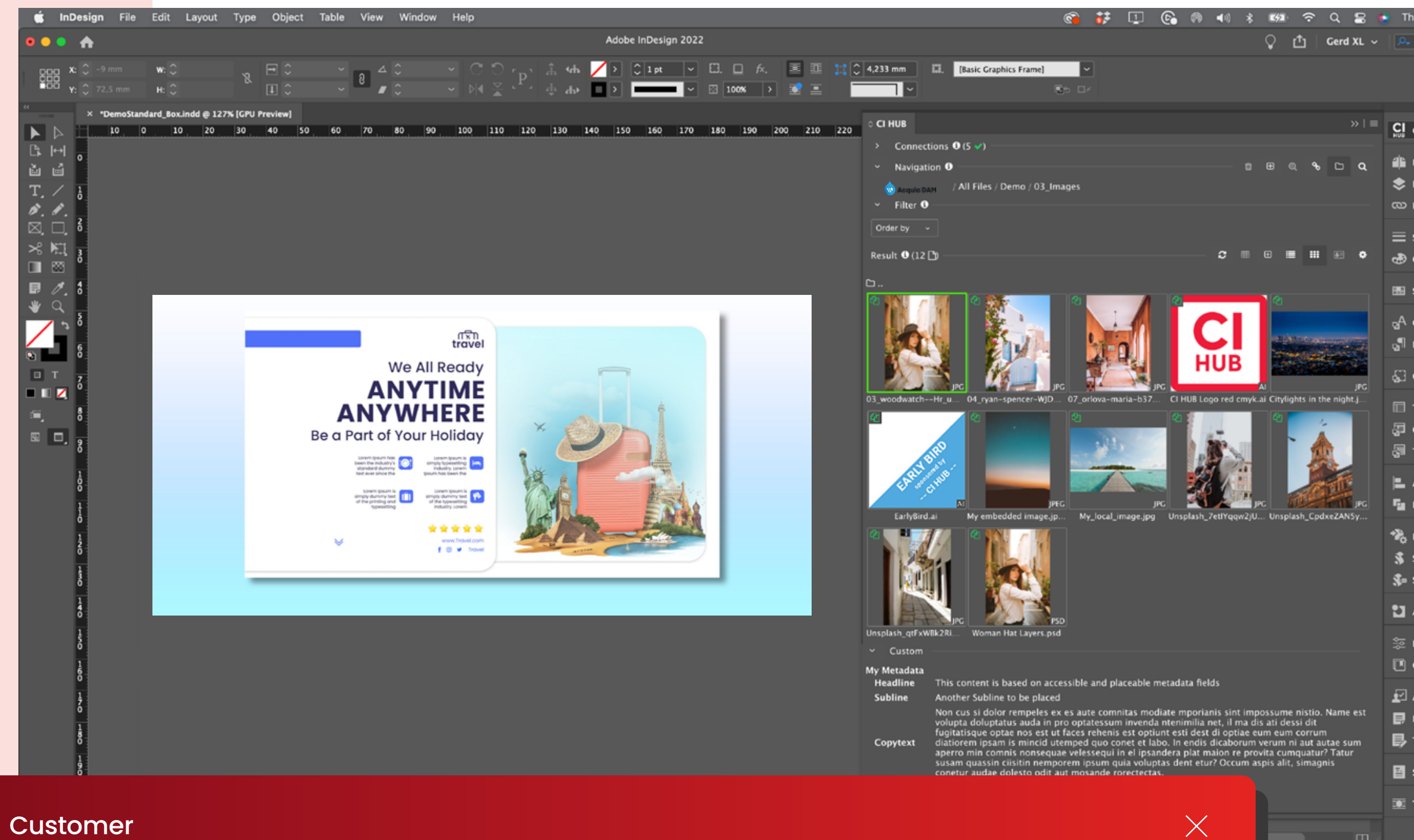
What’s more, Ansira can now ensure **global brand consistency** by giving team members access to the same, up-to-date resources worldwide. This centralized ‘single source of truth’ provides their team with everything from brand assets to production templates and even curated collections, in a single place.

Another key benefit has been the brand-specific portals within Acquia DAM, which efficiently organize current client assets and brand guidelines. Furthermore, Ansira utilizes “design gallery,” a portfolio of their

best work, within portals to provide inspiration for their design team.

The results of these improvements are reflected in Ansira’s performance metrics. Their team of 116 design professionals can now produce over **130,000 custom designs annually**, efficiently managing up to **500 creative requests daily**. This translates to each designer creating approximately seven designs per day, while achieving an outstanding **98% satisfaction rating** on their design turnaround time.

The seamless integration of **CI HUB** linking assets from **Acquia DAM** within **Adobe InDesign** has made a huge difference to the work of Ansira’s designers, streamlining their workflows while ensuring the highest level of quality control.



Customer

“With Aquia DAM and CI HUB, the linking of the files for efficient design collaboration on a single project helps to keep the order moving forward”.

Jessy Maggard,
Director of Creative Services, Ansira

Ansira



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Acquia DAM

Stay in touch!

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