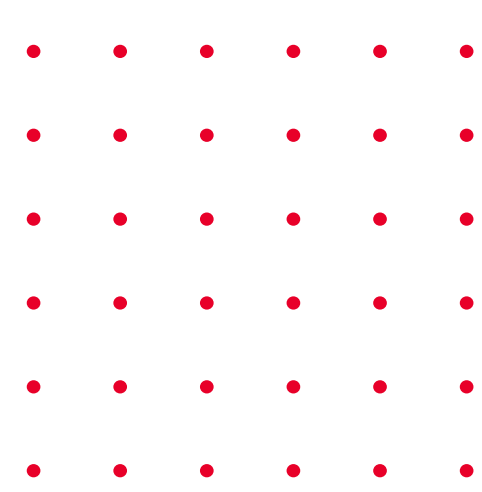swi+zerland

Connecting to →

Customer success story

How Switzerland Tourism Benefits from CI HUB

CI HUB Customer Success Story with Switzerland Tourism

Switzerland Tourism, headquartered in Zurich, is Switzerland's **national tourism marketing organization** and is represented worldwide by around 280 employees in 36 offices and 22 markets. Switzerland Tourism is the organization that promotes tourism in Switzerland both domestically and abroad. It does this by developing and implementing various marketing campaigns and profiling Switzerland as **a strong tourism brand.**

Challenge

With the increasing amount of image material and the growing importance of visual content for tourism marketing, Switzerland Tourism was faced with the question early on: **How can media breaks and manual formatting efforts be consistently prevented before they even arise?**

A concrete example was the handling of TIF files, which are frequently used in print. These are usually very memory-intensive and only partially compatible with Office applications such as PowerPoint. To avoid quality losses, oversized files, or manual conversion work from the outset, Switzerland Tourism deliberately chose a solution that prevents such problems from arising in the first place.

New challenge

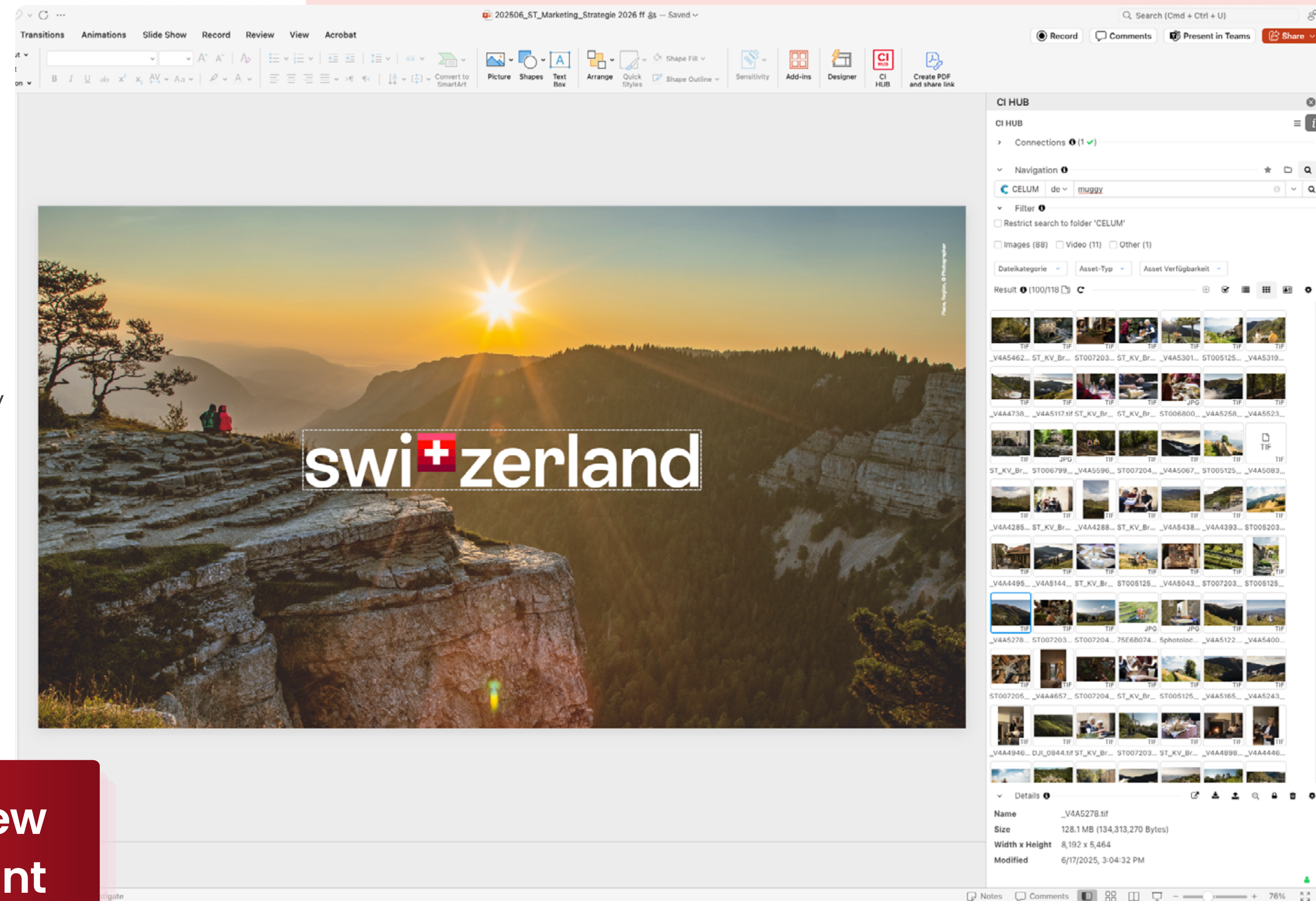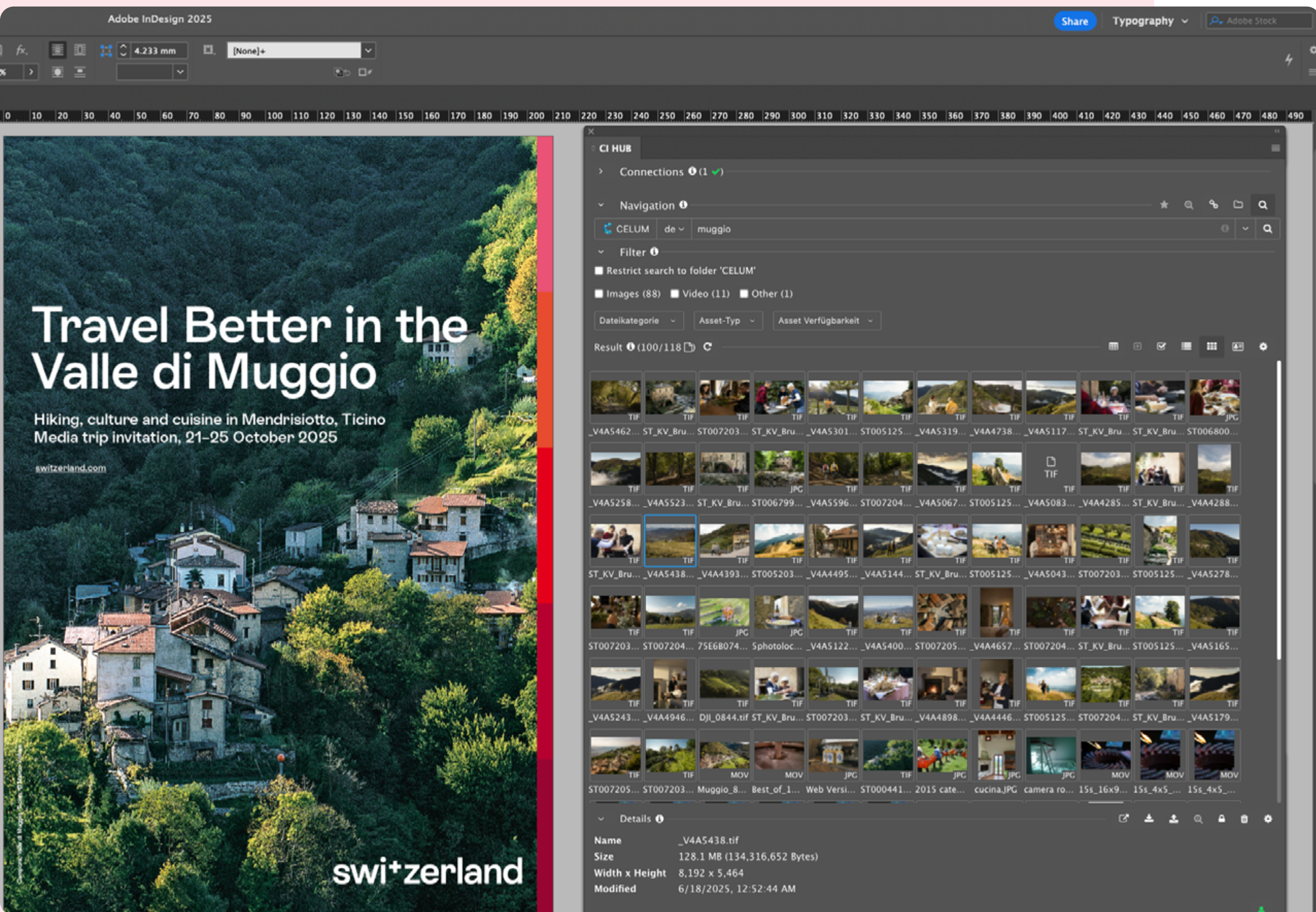## Handling high number of memory intensive TIF files

Solution

CI HUB was implemented as an interface that connects SAM (Switzerland Asset Management), Switzerland Tourism's central digital asset management system, directly to Microsoft Office and Adobe Creative Cloud.

Employees worldwide can directly search for images from SAM in programs such as PowerPoint, Word, InDesign, or Photoshop, filter them, select the desired asset, and **automatically insert it in the appropriate format and optimized size** —without any manual conversion or temporary storage.

For example, **high-resolution TIF files are converted directly into memory-saving formats** such as JPG or PNG when used, to keep file sizes small and ensure compatibility with Office products.

**Standard View
MS Powerpoint**

Benefits

1. Avoidance of media breaks: Seamless integration into the daily working environment without changing systems.

2. Format automation: Images are inserted in the appropriate format and optimized size – without manual conversion.

3. Compact files: Presentations remain high-performing, even with visually demanding content.

4. Central access to current assets: All employees use the same verified and brand-compliant image source.

5. More efficient processes: Images can be found quickly, used correctly, and processed directly.

6. Intuitive application: Minimal training required thanks to clear user guidance and tool integration.

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CI HUB

Stay in touch!

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