Acquia DAM

Acquia DAM

+ Programs connected

Customer success story

How a worldwide recruiter optimizes its creative workflow with CI HUB

CI HUB

CI HUB Customer Success Story with a Worldwide Recruiter.

One of the world's largest specialized recruiters faced significant challenges in managing and optimizing the use of its extensive digital asset libraries. The company understood that it needed to make the most of its MarComm content, while making it easier for its multiple creative teams to find use them in multiple ongoing projects.

After integrating the Acquia DAM and CI HUB with the Adobe Creative apps, the company's creative workflows became "monumentally more efficient". Tasks that used to take hours are now completed in minutes, while time previously lost to finding and organizing assets and fixing broken links within Adobe is now saved.

For the full story, watch our YouTube video with the company, alongside experts from CI HUB and Acquia!

▶ **Watch the video here!**

Customer

"With the addition of CI HUB, we were able to address challenges faced by our creative teams. When a designer opens a layout in Adobe, CI HUB can scan through all linked assets and look for them within our DAM. Matches are identified, linked, and a local file downloaded. There's no more hunting for hundreds of assets!"

– Digital Asset Manager

Introduction

A worldwide recruiter with approximately 15,000 employees worldwide manages numerous campaigns, projects and communication channels on a daily basis. The company's creative team consists of multiple art directors, designers and production artists working in cross functional teams.

Naturally, these teams work with large quantities of MarComm assets every day, and therefore require an efficient creative and production environment to ensure that new projects can be developed efficiently, and that that assets from existing projects can be easily reused and adapted.

Challenge

Before deploying the CI HUB Connector, the company faced some common challenges with its digital asset management. The company's creative teams are tasked with producing a large quantity of assets, often in a short amount of time. This ranges from large campaigns consisting of multiple designers and hundreds of related assets, to simple updates performed by one person on an existing one.

Given this cross organizational campaign structure, it was at times difficult for teams to locate all needed assets when picking up a project previously designed or edited by someone else. Time would be wasted searching for, downloading, and organizing them in order to fix broken links within Adobe. On occasion,

duplicates would also get unknowingly stored.

The team realized that they needed a more efficient process for managing both existing material and new creations, as well as to leverage the synergies that arise from them. This would also require an effective, innovative linking system to ensure that existing projects can be easily reused and adapted.
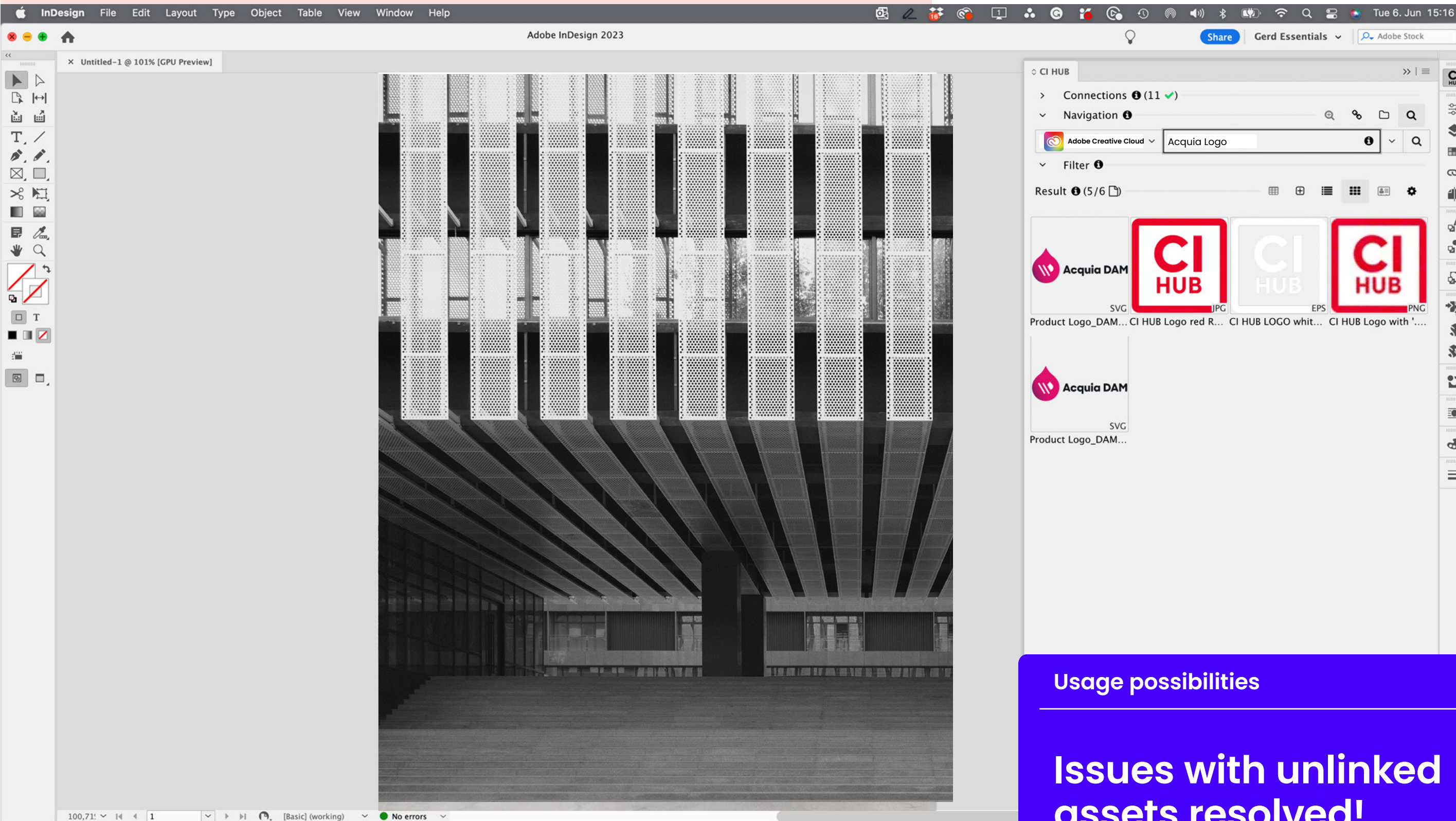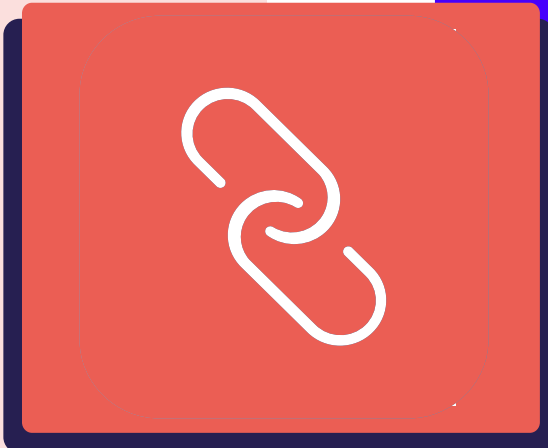
New challenge ✕

Build a connected content powerhouse!

Solution

The company decided to integrate Acquia DAM and CI HUB Connector for Adobe Creative Cloud applications to better help create and manage its assets. These enhancements significantly improved the team's image search and usage process. By integrating the Acquia DAM with their MarTech tools, the company was able to streamline various content processes and boost productivity, with the DAM functioning as a 'one - stop shop' for brand - compliant visuals, images, and videos combined with metadata, facets, and filters.

Meanwhile, the ability to quickly access any image within applications has saved hours previously spent searching for them. Collaborating on projects also become easier as unlinked images were no longer an issue, while creating InDesign packages is no longer necessary.

Usage possibilities

Issues with unlinked assets resolved!

Search View InDesign
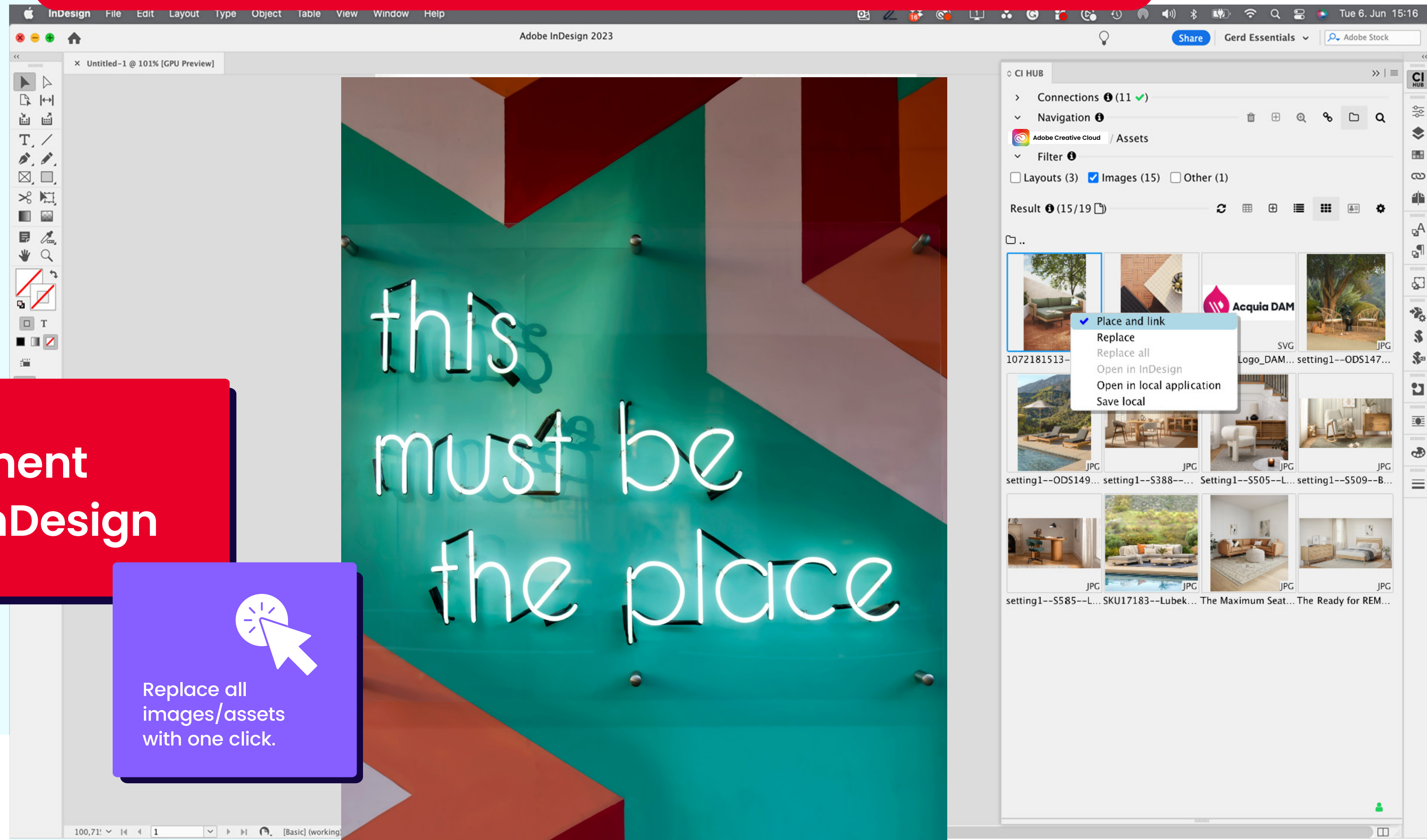
CUSTOMER SUCCESS STORY

Benefits

Since integrating CI HUB and Acquia DAM, the broad range of usage possibilities has proven to be a game changer for the firm. Where time was previously lost to repetitive manual tasks, lost files and unlinked assets, brand and MarComm assets are now easily available globally within the company, providing easy and controlled access to assets with easy search and filter functionality.

The CI HUB smart linking process makes cross team editing of campaigns much more efficient. Instead of distributing high volume packages to team members, linking content to the Acquia DAM increases collaboration and helps streamline processes.

"Working with CI HUB not only saves our designers time and a lot of frustration, but it also provides a quick visual of which assets they do not need to upload to the DAM when finished saving them even more time and preventing duplicates in our site."

– Digital Asset Manager

Placement View InDesign

Replace all images/assets with one click.
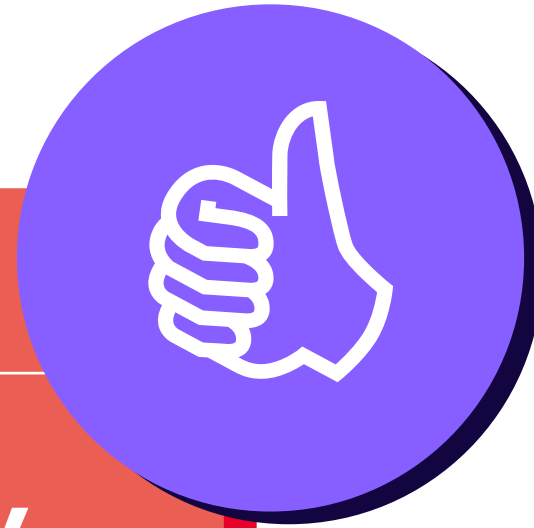
Acquia DAM

Customer

"It's been monumentally more efficient. It saves me time because I don't have to go hunting for links nor reupload existing assets to the DAM."

– Production Artist

The tasks that used to take hours are now completed in minutes with the Acquia DAM and CI HUB connector. Updating InDesign documents is just a push of a button. Brand compliance, image rights and versions are managed via CI HUB's External Content Panel.

In addition, the company now maintains a high level of consistency in the cross application production of campaigns using Adobe Illustrator, InDesign and Photoshop. The "in - app search" gives the team the opportunity to use the full potential of their DAM content within the project. In the future, the recruitment firm is potentially exploring options

to include Figma and Canva for prototyping and social media content creation, and the Microsoft Office Connector.

Through Acquia DAM and CI HUB, the creative teams have been able to improve their workflows and prevent wasted time. The teams can further develop processes and collaboration with the easy access and visibility provided by both systems as we continue to grow.

Acquia DAM

Stay in touch!

Contact ✕

Headquarter Potsdam

CI HUB GmbH
Benkertstr. 4
D-14467 Potsdam

Connect your System
Get in touch with our Partner management at:
partner@ci-hub.com

Office Frankfurt

CI HUB GmbH
Westerbachstr. 47, Haus 2, 2 Obergeschoss
D-60489 Frankfurt am Main

Purchase for an organisation or multiple users
Get in contact with sales at:
sales@ci-hub.com