

+ Program connected



Customer success story

How CIDCOM enhances creativity & efficiency with CI HUB



CI HUB Customer Success Story with CIDCOM, Austria

CIDCOM, a leading Austrian creative agency, transformed its workflow and enhanced the efficiency of its digital asset management with CI HUB. After seamlessly integrating CI HUB with Adobe InDesign, CIDCOM was able to streamline its process and enhance productivity. Key benefits

included accelerated workflows and streamlined customer support, highlighting CI HUB's pivotal role in optimizing CIDCOM's efficiency.



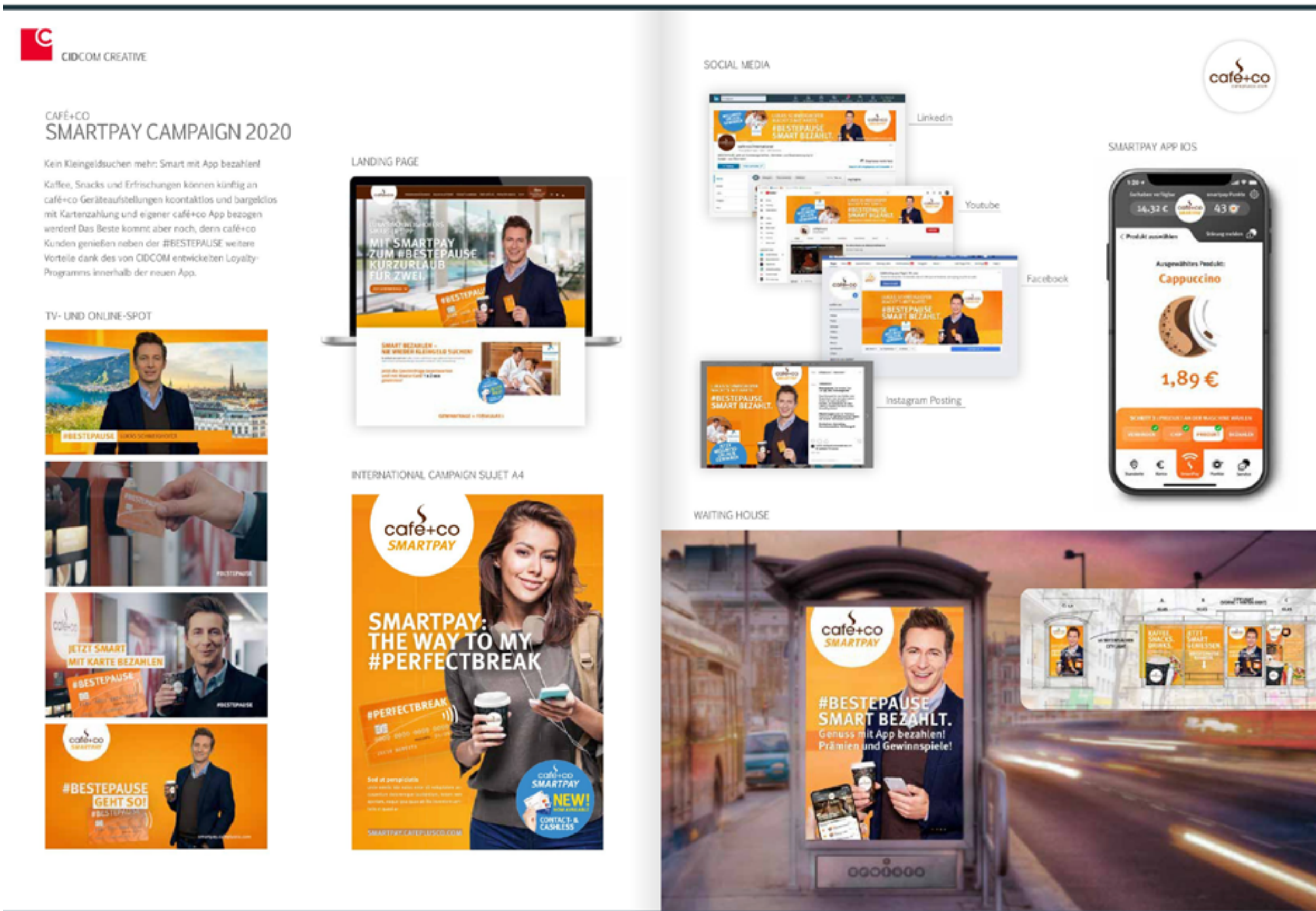
Customer



“CI HUB excels in extreme customer focus...thanks to CI HUB, we have become faster and have gained more routine in our everyday work.”

Stephanos Berger,
Founder and CEO of CIDCOM

Introduction



CIDCOM is an established creative agency based in Austria, with solid position in the industry since its founding 22 years ago. Specializing in brand positioning and branding, CIDCOM offers a comprehensive full-service package for a diverse clientele, ranging from global corporations to small businesses such as a local coffee roaster.

With a wide range of services spanning from packaging design to brand positioning and digital techniques such as eCommerce, web design and programming, CIDCOM has become a trusted partner for businesses of all sizes.

Challenge

Before deploying the CI HUB Connector, CIDCOM faced a challenge regarding the use of its digital asset management. As a pioneer in its industrial segment, the company recognized early on the importance of an effective system to manage its digital assets. In an industry where digital asset management (DAM) systems are not typically used and agencies tend to rely on internal servers or services such as WeTransfer, CIDCOM chose CELUM as their DAM system.

However, CIDCOM encountered challenges in managing its digital assets effectively, particularly when it came to connecting their DAM to InDesign. For this reason, the CIDCOM team reached out to CI HUB to find a connector which would integrate into its existing workflow, while enabling the team to access assets from CELUM directly within the InDesign system.

New Challenge

Difficulty in accessing the DAM within InDesign



Solution

Since 2020, CIDCOM has been working successfully with CI HUB Connector. The integration of this very functional application into their graphics department has significantly optimized the work process and increased efficiency.

Of particular note is CIDCOM's seamless collaboration with Adobe InDesign and the CI HUB Connector. While the company also works with other graphics and editorial programs for which there is not yet a direct interface to the CI HUB Connector, the integration with InDesign has been implemented smoothly. Compared to other connection tools, the CI HUB application simplifies the workflow. Through smooth integration into the Adobe InDesign palette architecture,

CI HUB offers an intuitive user interface and enables seamless data exchange between the DAM and the graphics programs.

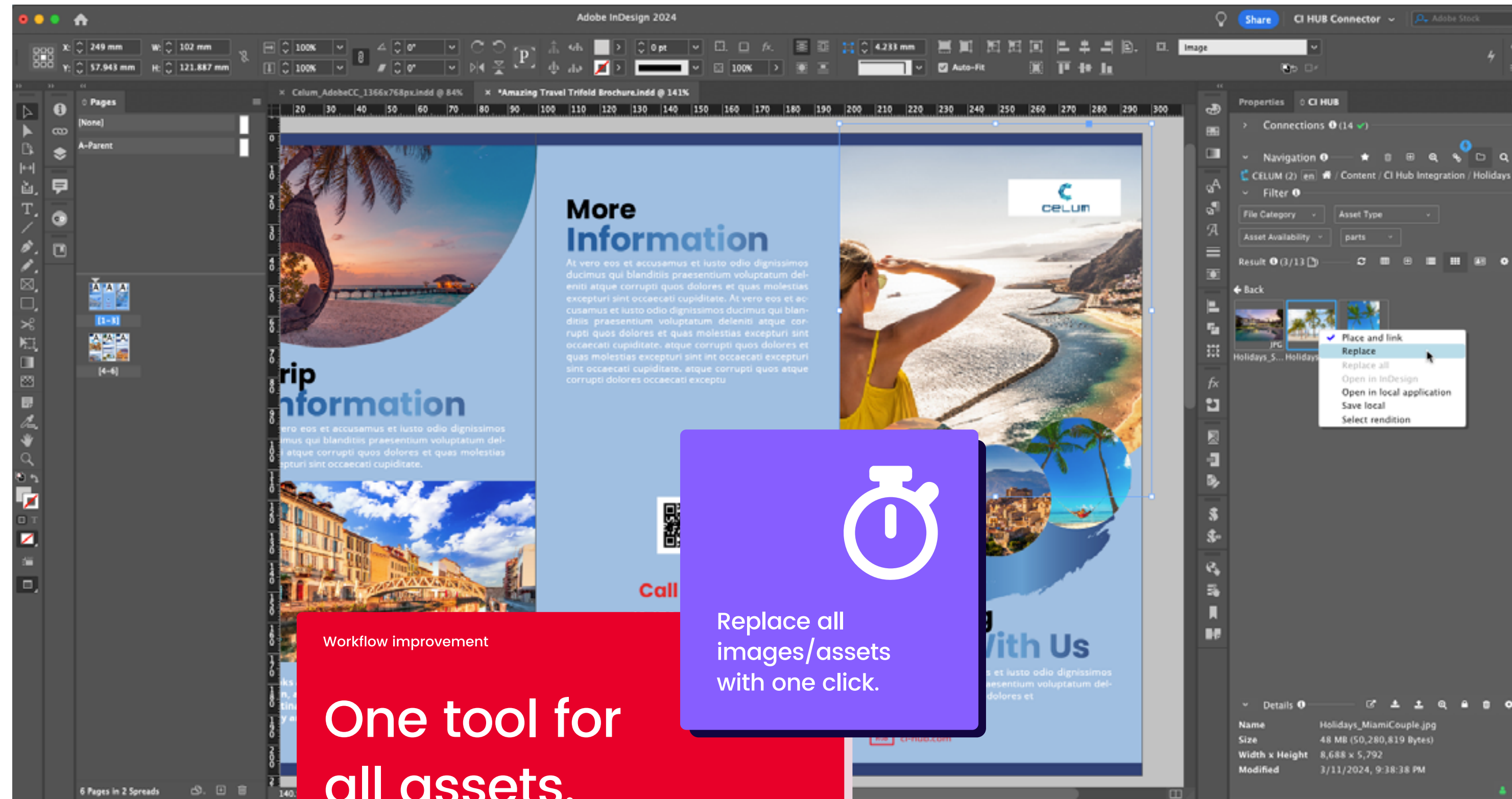
Through continuous development and improvement of its functionalities, the CI HUB has established itself as an indispensable tool for CIDCOM, enabling the company to optimize its workflow and further increase the quality of its services.

Usage possibilities

Game changer



Benefits



Through the integration of CI HUB, CIDCOM has experienced numerous benefits that have optimized workflows and increased efficiency. CI HUB's unparalleled customer orientation ensures that support requests are handled quickly and easily, contributing to a seamless workflow.

Furthermore, the use of CI HUB has made CIDCOM employees faster and more experienced in their everyday work. The simplicity of the tool allows them to easily access existing content, modify it, and adapt it to their creative

ideas, accelerating workflow and productivity. CIDCOM plans to further expand its connections with the CI HUB to continuously improve the workflow and stay up-to-date with the latest technology.

CUSTOMER SUCCESS STORY - CIDCOM, AUSTRIA



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Stay in touch!



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