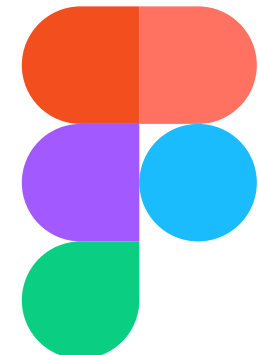


ARTICLE.



Connecting

Acquia DAM to —→



Customer success story



**Find out how Article
are “60% faster”
with CI HUB**

ARTICLE.

CI HUB Customer Success Story with Article Vancouver, Canada

The Article team has been using CI HUB for the last 1.5 years, and they are thrilled with how the platform has simplified their work processes and improved productivity. By connecting the Digital Asset Management (DAM) system with MarTech applications, they can quickly search for products

and access every image produced without leaving the application. This integration has saved a significant amount of time and enabled better collaboration.

Customer

“CI HUB streamlines our workflows and maintains links in working files so that multiple users can work on the same file seamlessly.”

Amelia O'Shea
Digital Asset Management, Implementation Manager – Article



Introduction

Founded in 2011, Article is a rapidly growing e-commerce business that offers high-quality, modern furniture and decor at exceptional value. With over 1.5 million orders delivered to the U.S. and Canada and a team of over 900 employees, Article is committed to providing an easy-to-navigate site, unmatched quality furniture in timeless designs, and a world-class logistics team to ensure its customers receive their furniture quickly.

As Article continues to expand, the need for efficient workflows and tools to support content creation has become increasingly important. But previously, without the right processes in place, workflows were strained, and managing the large volume of assets had become increasingly challenging.

To address this need, Article's team began implementing a Digital Asset Management (DAM) system about two years ago. The DAM has already managed over 35 thousand assets, allowing the team to streamline content creation and optimize search results.

With the help of their DAM manager, Amelia O'Shea, the Article team efficiently identifies and utilizes assets required for their work which ultimately builds brand awareness and customer confidence.

Challenge

One of the challenges Article faced during the COVID-19 pandemic was the need to work remotely while managing assets across multiple teams and programs. The situation required employees to rely on their home internet to access company servers through a virtual private network (VPN). This created challenges in terms of server access and file searching, as cached files would often take a long time to load, resulting in frustrated employees struggling to find the assets they needed. Even with cloud-based platforms like Google Drive, the search process was time-consuming and inefficient. With the introduction of DAM, Article began to explore different tools and integrations to create reminders when a new asset was added.



New challenge

Remote solution
needed!

ARTICLE.



Two years ago, the design team relied heavily on a media asset management system limited to Adobe programs. The main challenge was streamlining and increasing workflow efficiency because teams struggled to find the assets they needed, especially the correct version or edit of a particular asset. Finding different images for presentations and high-resolution images for the PR team was also cumbersome, with employees often

requesting them from the creative team via Slack or Wrike. With no streamlined asset management and retrieval process. There was no place to find an asset's "source of truth."

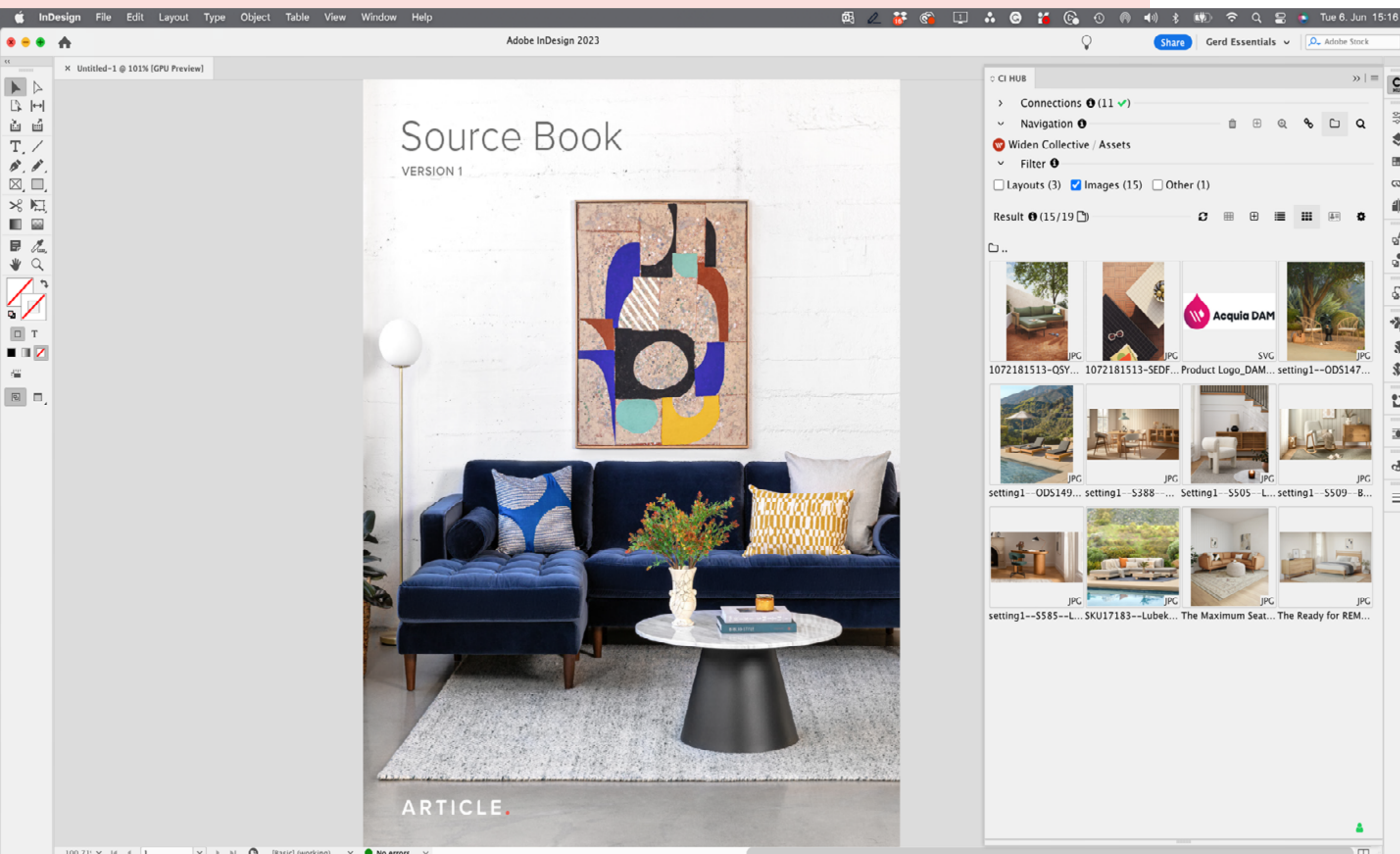
Creative processes

Spending hours
entering data

CUSTOMER SUCCESS STORY - ARTICLE: Vancouver, Canada

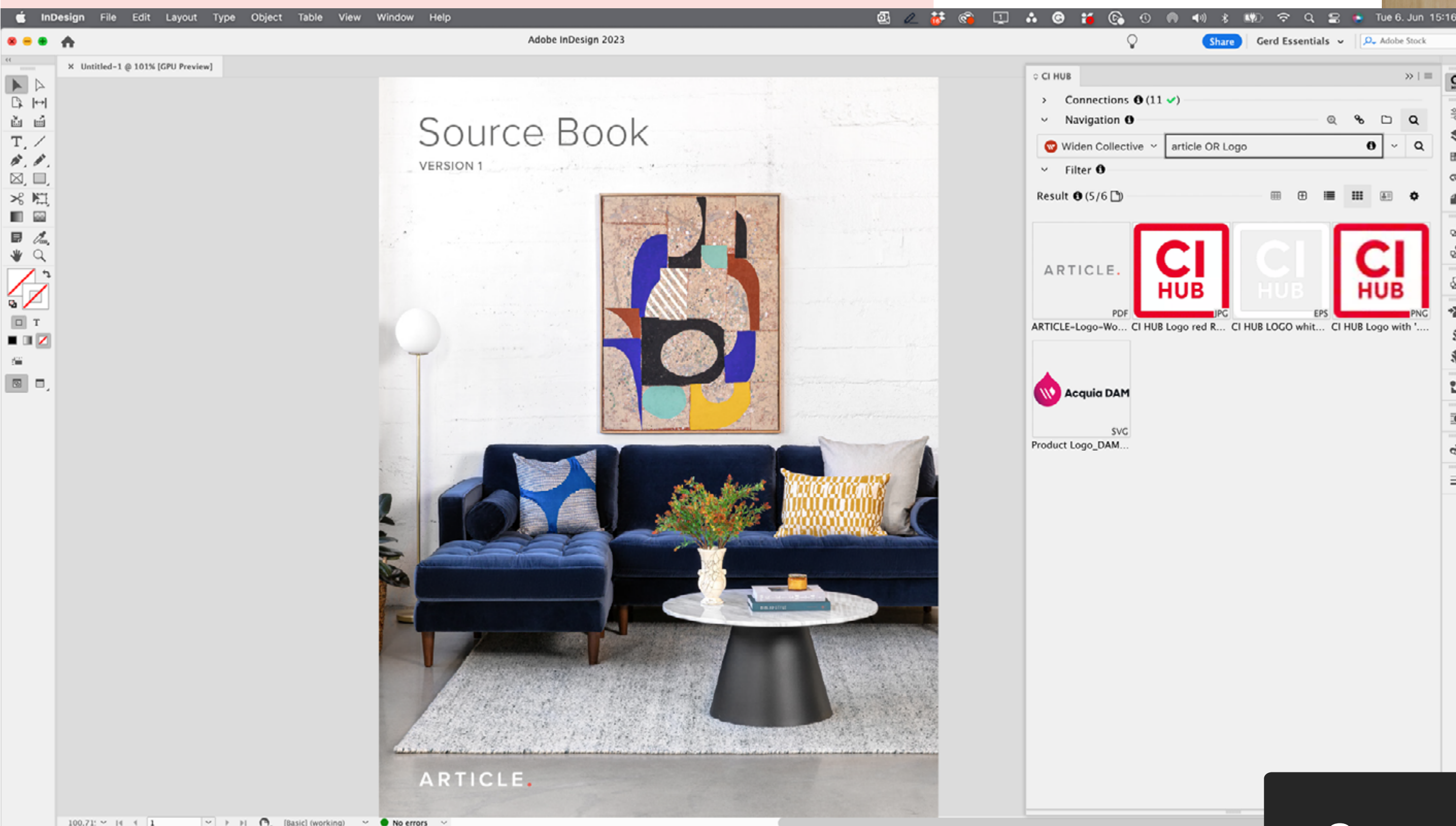
Standard View InDesign

One of Article's designers describes the former process:



"I had to rely on my memory to search for images based on which campaign they were part of. This meant opening multiple folders and contact sheets on the server, which took considerable time, especially if the files had not been previously cached. For some campaigns, we maintained spreadsheets that allowed us to search for images by product name, but they contained no visual references. This meant we could not be sure if a particular image was the one we were looking for until we opened its folder on the server. After we finally found

the image we needed, we would be able to place it into our working files. However, the unstable server connection often caused the image to become unlinked, making it difficult to access it again later. Overall, the process of retrieving images from the server was inefficient and time consuming, often causing frustration and delays."



Solution

To create stunning visuals and photo assets, Article integrated CI HUB for Adobe, Figma, and Google into their process 1.5 years ago. Along with the DAM system implementation, these enhancements have significantly improved the team's image search and usage process. Specifically, integrating the DAM with other MarTech tools has allowed the company to streamline various content processes and boost productivity, while the CI HUB integration has further enhanced workflow efficiencies. The ability to quickly access any product image within applications has saved hours previously spent searching for them. As a result, collaborating on projects has also become easier as unlinked images are no longer an issue. Overall, these tools' broad range of usage possibilities has proven to be a game-changer for Article.

Search View
InDesign

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Customer

“The entire company benefits from using CI HUB.”

**Link Panel View
InDesign**

Customer

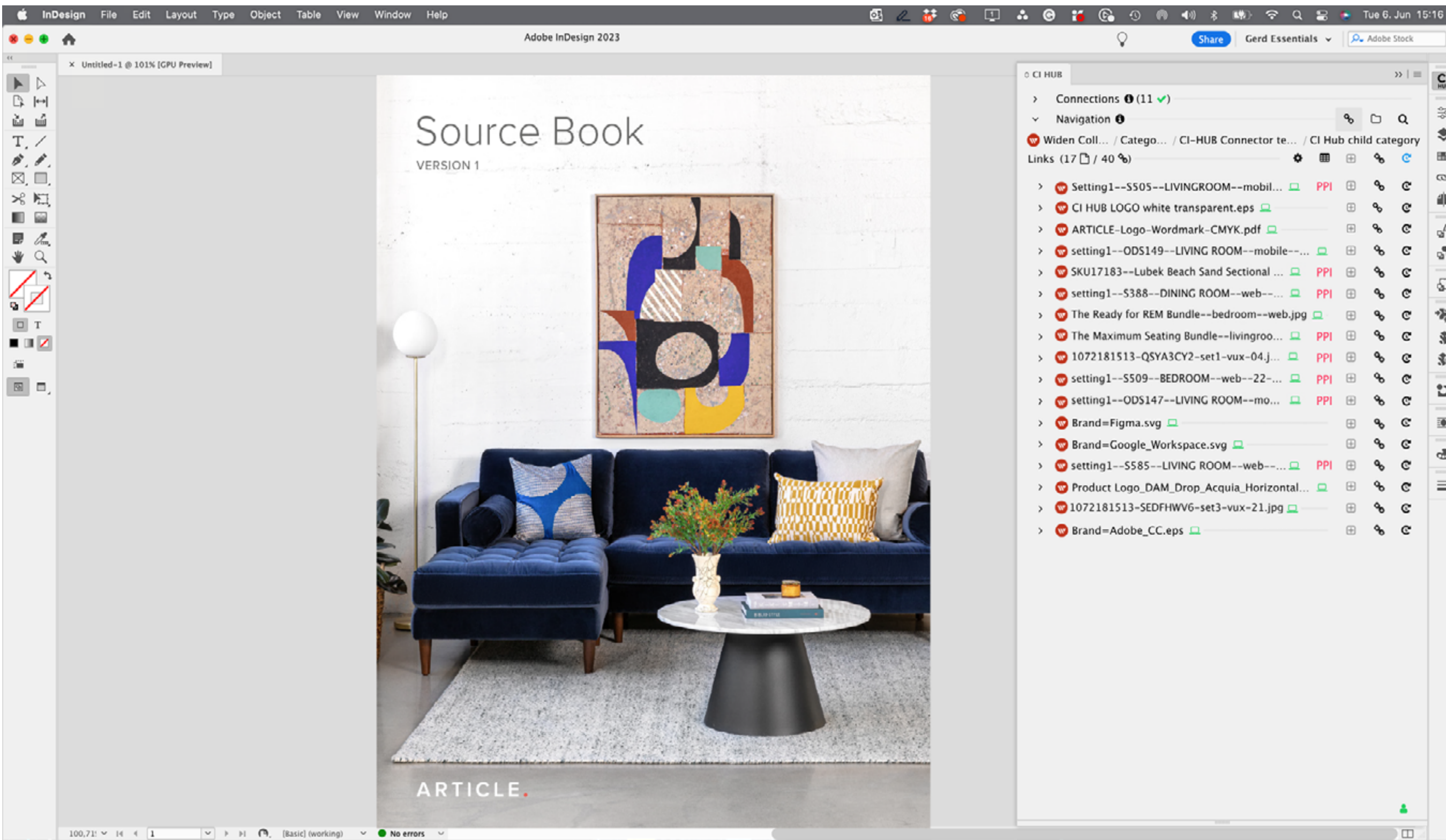
“The DAM was already a big upgrade, and CI HUB was the cherry on top.”

Amelia O'Shea

Digital Asset Management, Implementation Manager – Article

Amelia describes how easy it was for the team to get up and running with the new platform. The download and installation process were straightforward, and the platform's user-friendly interface made it easy to learn and navigate. Initially, a few team members were hesitant to try a new platform, but most were excited about the idea of faster workflows and improved collaboration.

While the DAM system has improved asset management at Article, managing a vast number of assets still presents challenges for which the company has set up a new metadata integration. This integration pulls additional creative outputs such as the content activated on each unique PDP. This content includes net new product information such as product descriptions, product features, and product care information.



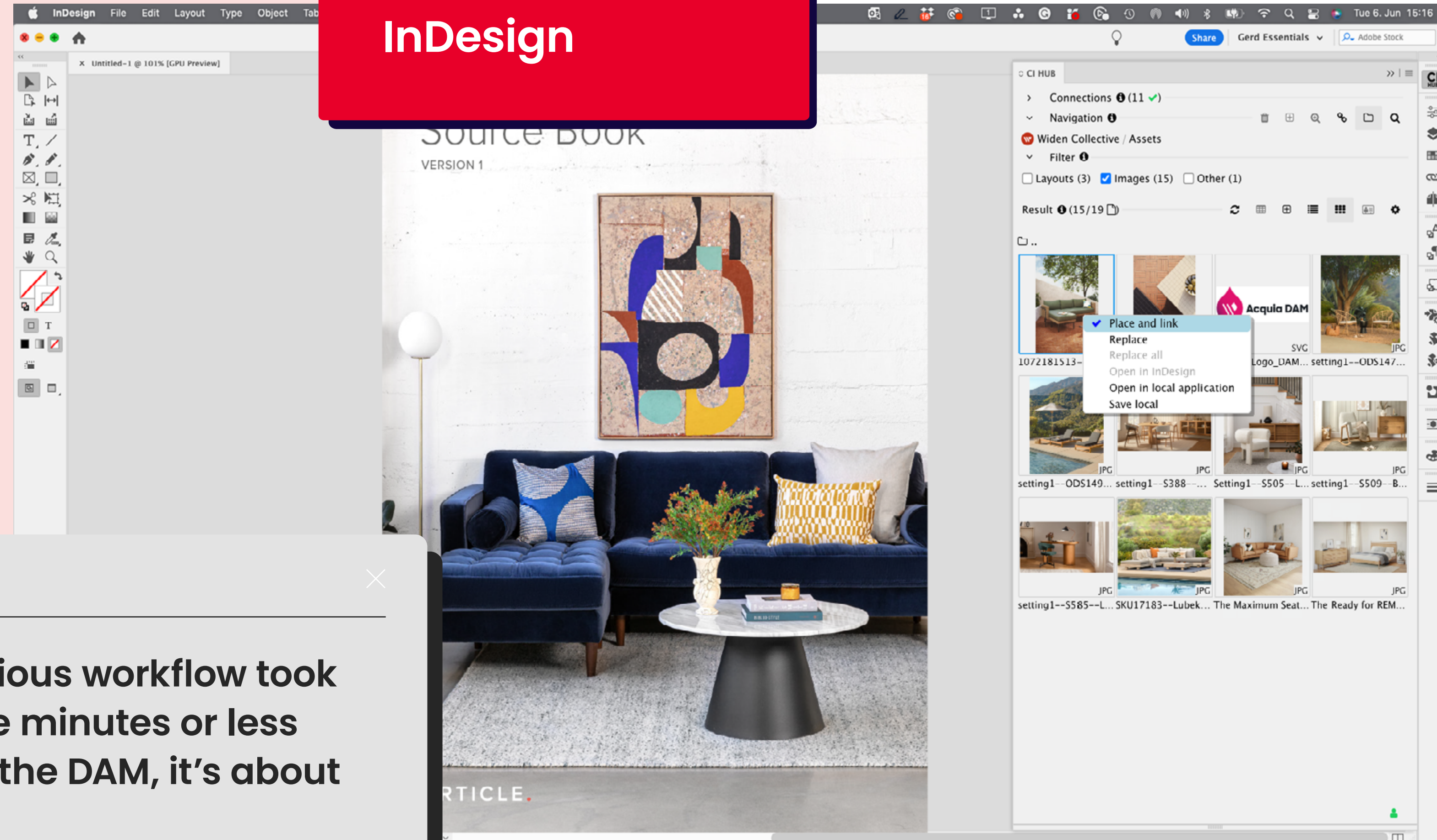
Benefits

Using the upgraded platform has resulted in immense benefits and significant workflow improvements. For Amelia, it is difficult to quantify the time saved since the DAM and CI HUB integration. As mentioned, the old process of searching for files on the server or Google Drive was cumbersome and time-consuming, often resulting in VPN crashes and users having to log in again. However, the new system has drastically reduced the time it takes to locate files, resulting in increased productivity.

Customer

"I think that if, for example, the previous workflow took an hour, then it only takes about five minutes or less with the DAM, but with CI HUB and the DAM, it's about two minutes."

Placement View InDesign



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Stay in touch!

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