

PureRED



+ Programs connected



Customer



PureRed's improvement
in efficiency & time
savings with CI HUB

CI HUB Customer Success Story with PureRed, USA

CUSTOMER SUCCESS STORY - PureRed, USA

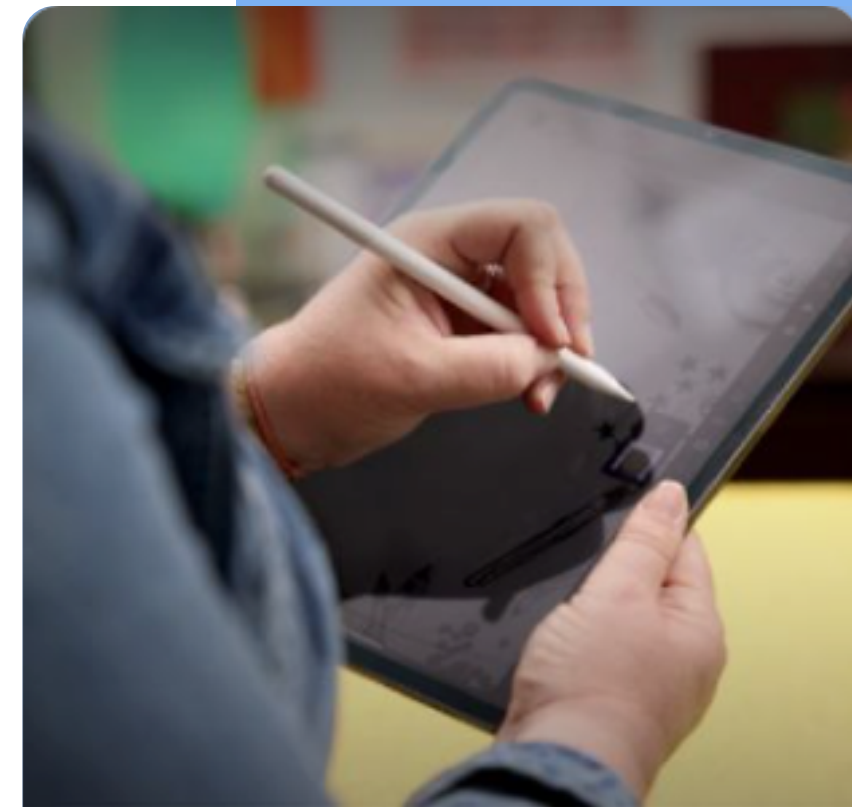
CI HUB provides PureRED with enhanced connectivity, increased functionality, cost savings, and improved collaboration capabilities, leading to streamlined workflows and improved efficiency in managing digital assets & product information.

PureRed

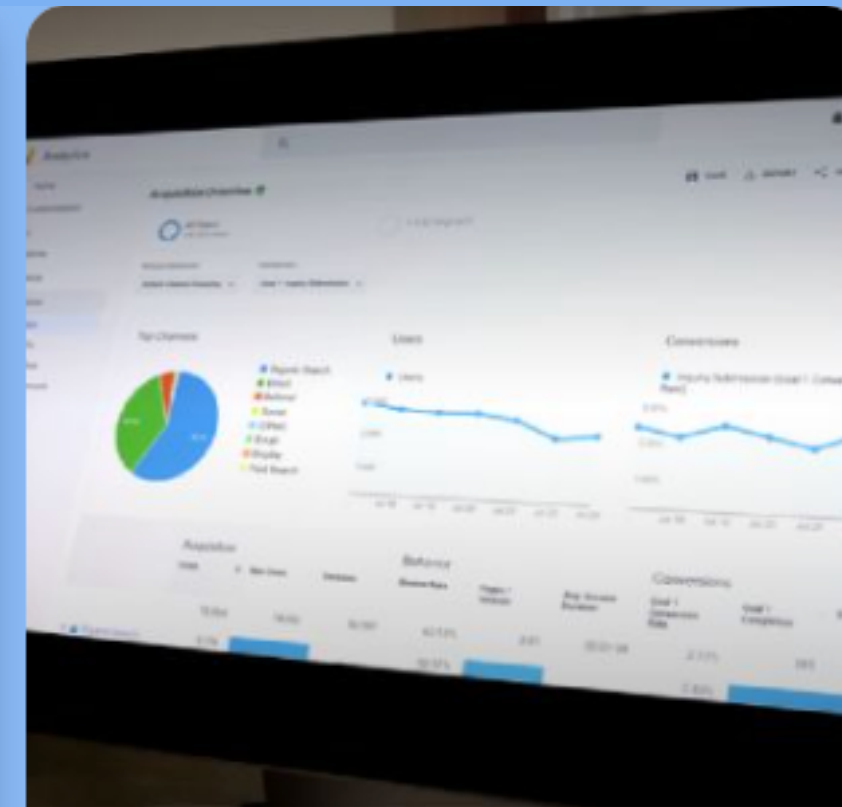


“By solving many of the problems associated with traditional DAM connectivity, CI HUB is truly a game changer in the field of connectivity tools for PureRED.”

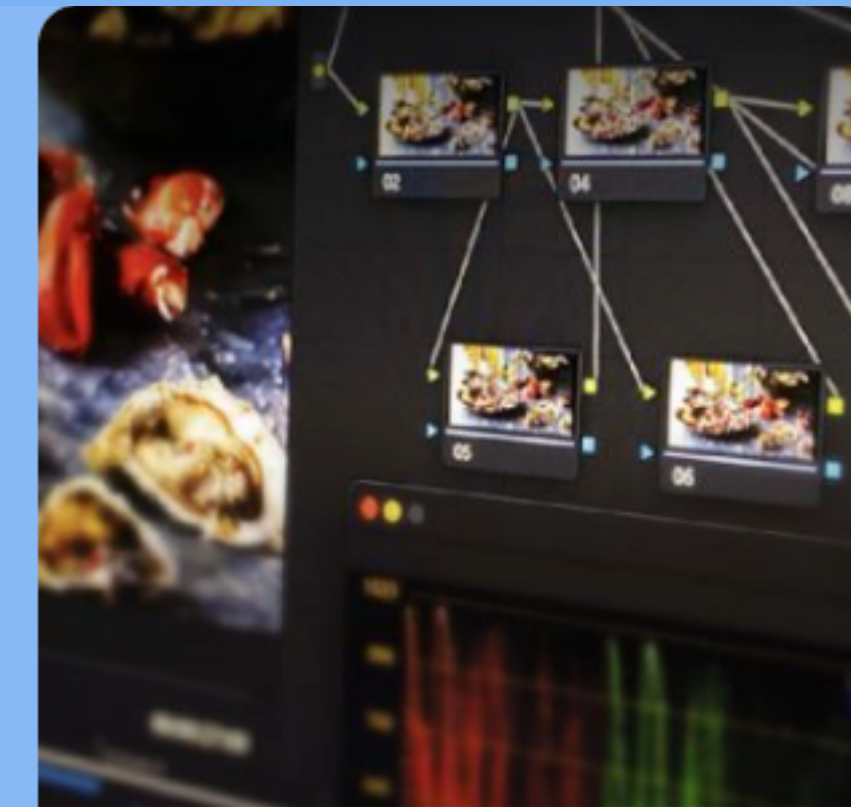
Mr. Marc Konik,
Vice President of Technology- PureRed



Branding



Strategy + Analytics



Video + Audio



Content Creation



Use as directed.

Introduction

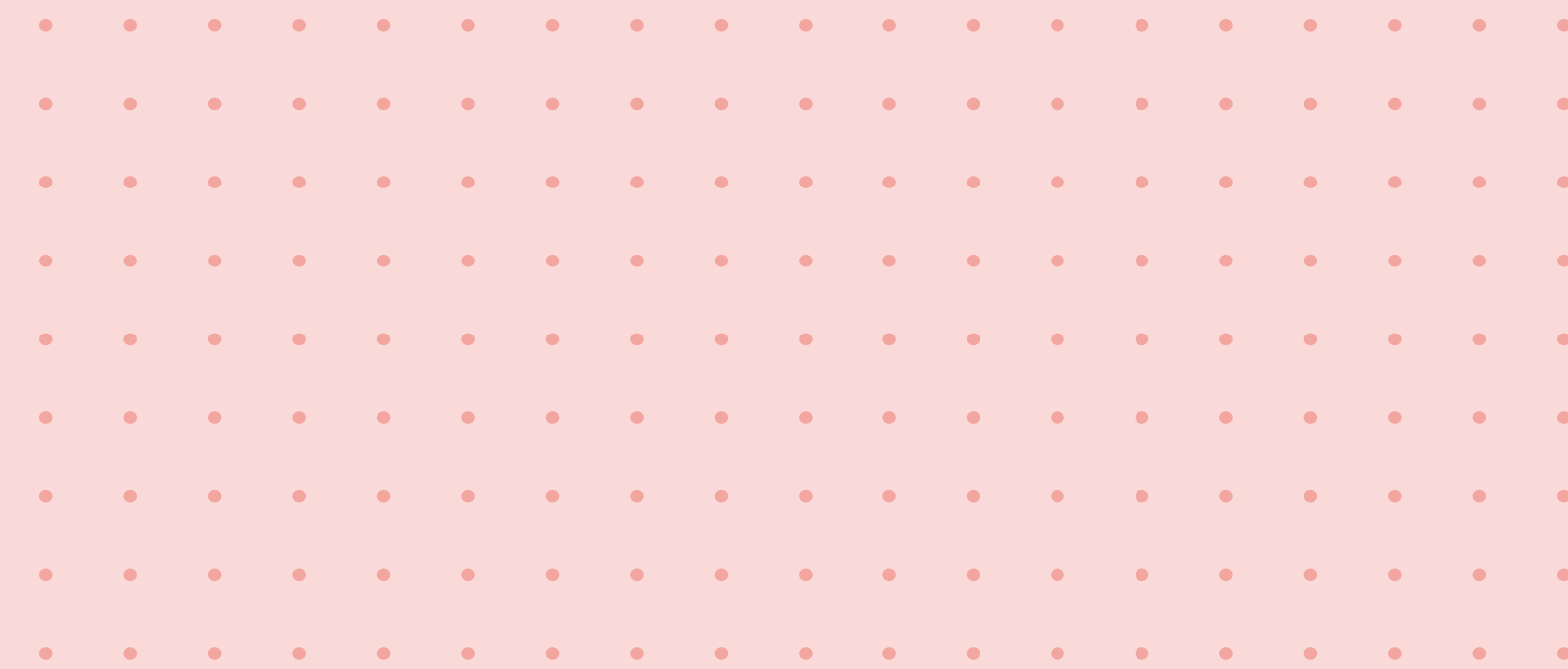
PureRED is an international advertising and marketing agency that has been in business since 1967. They offer a wide range of creative and branding services to companies worldwide. Their expertise spans various industries, including pharmaceuticals, retail, and web software.

As a leading US-based marketing services company, PureRED works with eight of the top 25 retailers in

the US and creates over 300,000 photos and videos annually. Their focus is on the digital content lifecycle, providing services from studio work to retouching, post-production, workflow optimization, and e-commerce.

We spoke with **Mr. Marc Konik, Vice President of Technology-PureRed.**

CUSTOMER SUCCESS STORY - PureRed, USA



Challenge

PureRED faced several challenges in content management and integration before adopting CI HUB. One significant issue was the cumbersome process users had to go through to incorporate content into their publications. They had to navigate the DAM interface via a web browser or client software, download the asset to their local computer, and manually insert it into projects using applications like Word or PowerPoint. This lack of integration made it difficult to streamline the workflow and track

changes effectively, potentially resulting in the use of outdated content in final publications. This was particularly crucial for long-running projects like catalogs or brochures, where updates to packaging or graphics could occur over months of work. Without an efficient integration solution, catching such changes was only possible during the later stages of the workflow, potentially leading to the unintended publication of incorrect graphics.



Customer
✕

Need for a more streamlined workflow!

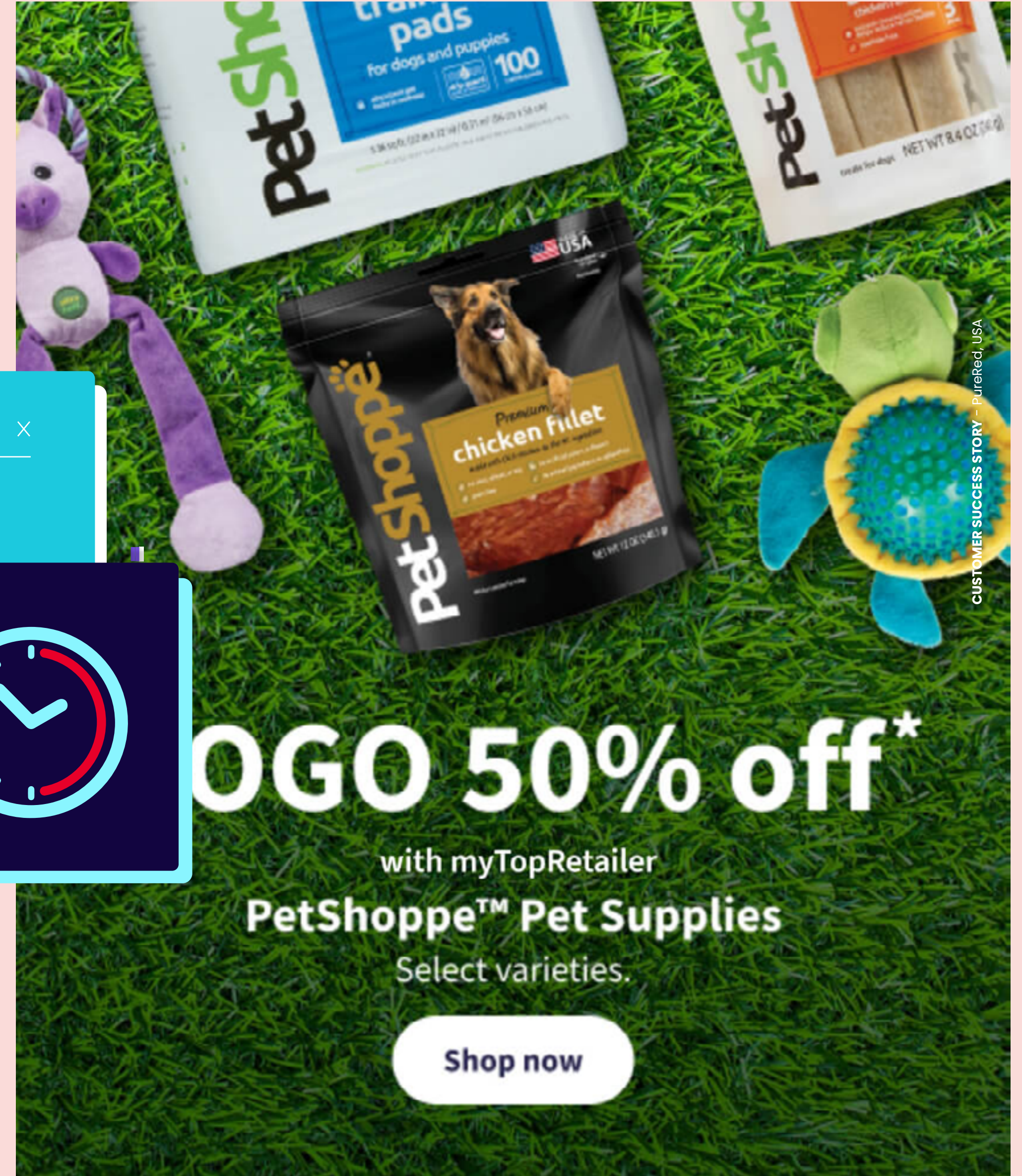
PureRED had extensive experience with DAM systems, having used them since the early 1990s, when they were pioneers in adopting digital cameras for advertising purposes in the US. Throughout the years, they have worked with various DAM systems and integrated with around 17 different products to meet both their internal needs and client preferences. Initially, PureRED was planning on building an internal product for PRI, their Offer Management System, and DAM to address various content management

challenges. However, realizing the immediate benefit and foregoing the delay required for such development, they opted for CI HUB instead.

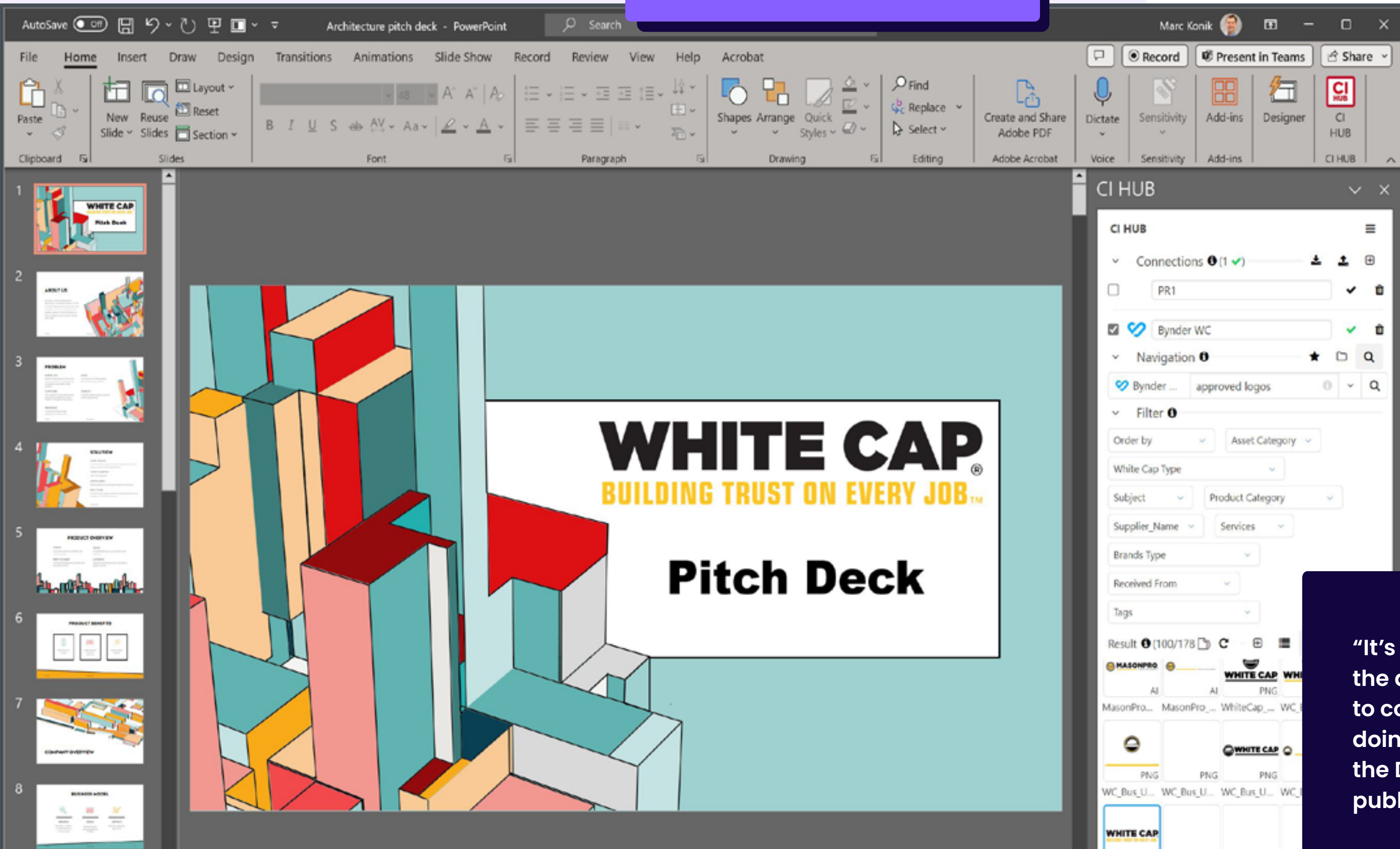
By adopting CI HUB, PureRED successfully resolved their content management and integration challenges, allowing their team to work more efficiently and ensuring the use of up-to-date assets in their projects.

Challenges

Tedious workflow & lack of integration



Standard View
Powerpoint



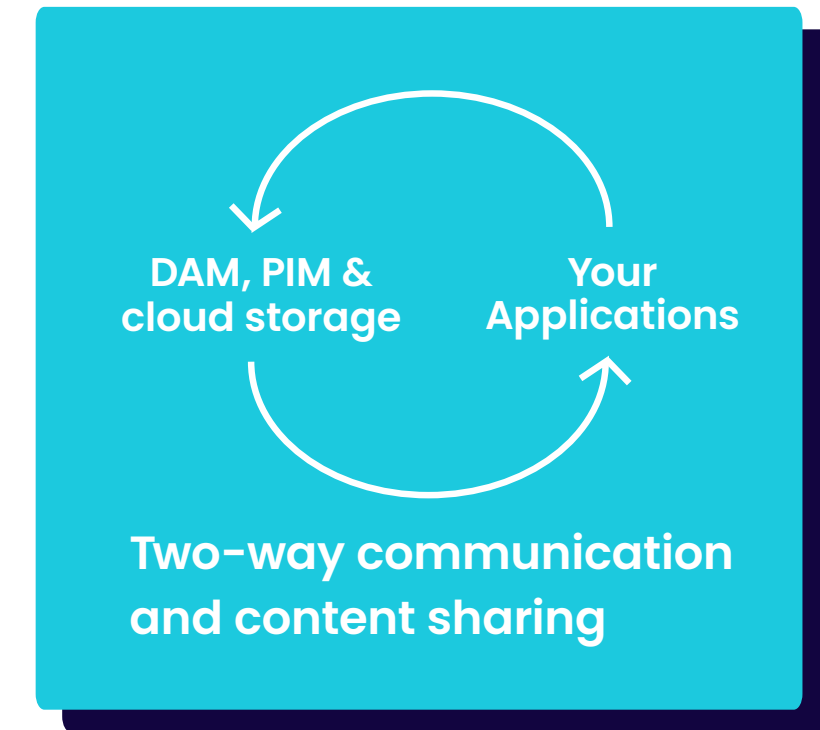
Solution

The solution provided by CI HUB offers a real-time, bi-directional connection between applications, DAM systems and PIM systems. **Unlike traditional one-way connections** that only allow content to be pulled from the DAM or PIM into publications, CI HUB enables two-way communication and content sharing.

PureRED as an organization and to its clients, who can use the CI HUB connector if they build their database with specific profiles. By subscribing to CI HUB and integrating it with various DAM solutions on the market, such as Bynder and Picturepark, **clients will not only have access to their own DAM but also to PureRED's DAM.**

With CI HUB, **you have a two-way connection.** This functionality extends within

"It's bi-directional, which allows the application and the DAM to communicate, so all you're doing is pulling content from the DAM or PIM system into your publication."



Panel View in Microsoft Word

The screenshot shows a Microsoft Word document with a table titled "New Product Copy Request". The table has two columns: "Product Copy" and "Image". It lists three products: WALG IBUPROFEN 200 CAPLETS 50S, WALG IBUPROFEN PM CAPLET 180S, and WALG IBUPROFEN TABLETS 24S. To the right of the table, the CI HUB interface is visible, showing search filters and a list of results for "Ibuprofen 200".

Product Copy	Image
WALG IBUPROFEN 200 CAPLETS 50S	
WALG IBUPROFEN PM CAPLET 180S	
WALG IBUPROFEN TABLETS 24S	




CUSTOMER SUCCESS STORY - PureRed USA

CI HUB overcomes the limitations of traditional DAM connections by providing a universal tool that **not only connects to Creative Cloud applications but also integrates with Office products, Figma, Segment Sketch, Dropbox, and other tools.** This broad connectivity breaks down barriers and facilitates DAM adoption across multiple departments, including creative, marketing, HR, and finance. Users

can now self-serve and directly access approved artwork and resources to create financial publications, reports, and other materials without relying on the marketing team. Overall, CI HUB provides PureRED with a simple, intuitive solution that **improves collaboration and streamlines workflows across multiple user groups.**

Usage possibilities

Game changer




"So CI HUB is everywhere!"

Benefits

By solving many of the problems associated with traditional DAM connectivity, CI HUB is truly a game changer in the field of connectivity tools for PureRED. What sets CI HUB apart is its universal approach to integration. Unlike other connectors that focus on specific tools or platforms, CI HUB seamlessly connects to many essential tools and offers a wide range of integrations. For PureRED, this has eliminated barriers and ensured that all users, from the creative team to downstream consumers, can access and utilize the DAM effectively.

According to Marc Konik, one of the **most exciting aspects of CI HUB is the ability to tailor solutions to meet specific customer needs.** With CI HUB, users have the freedom to build their own connections, allowing for seamless data transfer between multiple DAMs or integration with project management tools such as Microsoft Project. This flexibility opens new possibilities for bridging different workflows and streamlining processes, making

CI HUB an invaluable asset. Automation has proven to be another remarkable feature of CI HUB. The ability to script and automate tasks allows PureRED to further optimize its workflows. For example, **users can automate the creation of catalogs and lists, saving significant time and effort.** This automation capability transforms CI HUB from a mere connector into a powerful publication tool, enabling efficient catalog production and streamlining other similar processes.

The impact of CI HUB's automation cannot be overstated, especially for large-scale projects. PureRED handles projects for numerous Fortune 50 clients, and automation is crucial to their success. Thanks to CI HUB, they can produce thousands of pages of ads each day. The time savings and efficiencies are remarkable, making CI HUB an indispensable tool for all operations and departments at PureRED.

Customer

"A powerful publication tool enabling efficient catalog production and streamlining other similar processes."

Marc Konik
Vice President of Technology- PureRed

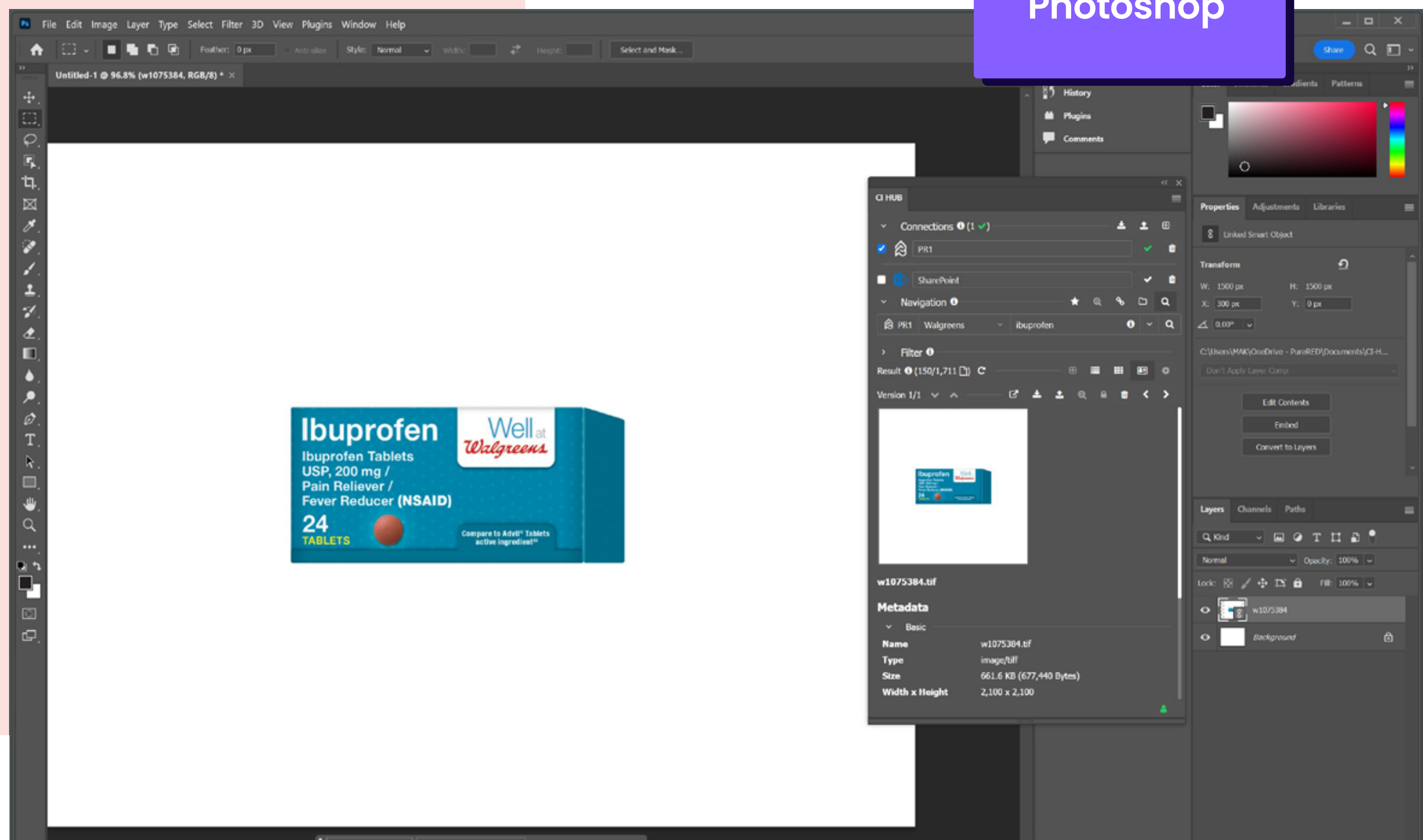
Customer
"With CI HUB, we have experienced a 15% improvement in efficiency, and the time savings and streamlined workflows it provides are truly invaluable."

Panel in Photoshop

Another standout benefit of CI HUB is its ability to keep users focused and productive. Graphic artists at PureRED greatly appreciate this feature. By eliminating the need to switch between applications or search for assets in a separate browser, CI HUB allows artists to maintain their creative flow without disruptions. This **seamless integration keeps everything in one place, ensuring uninterrupted concentration** and enabling them to bring their ideas to life efficiently.

Moreover, the positive experiences PureRED's clients have had with CI HUB speak volumes about its effectiveness. When they introduce CI HUB to clients who need DAM solutions, they quickly realize its value. The 30-day demo period PureRED offers is often enough for them to witness the time savings and efficiency gains firsthand. Consequently, many of their clients decide to acquire CI HUB without hesitation, recognizing its potential to enhance their workflows and streamline their operations.

Conclusion
CI HUB has proven to be a game-changing tool for us as an organization. Its universal connectivity, customization options, automation capabilities, and focus-enhancing features contribute significantly to efficiency and productivity. CI HUB breaks down barriers in DAM adoption, making it an indispensable tool for organizations of all sizes.





Stay in touch!



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