

Working with a global leader in
**BAKERY INGREDIENTS,
PRODUCTS, AND SERVICES**
left us savoring.

Let's see how they achieved **9% increase in site visits**
and improved **operational efficiency**.

BUSINESS PROBLEM

With more than 5000 assets, searching
was cumbersome.

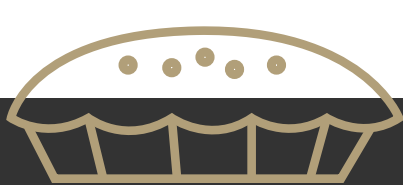
Multiple use cases and stakeholders of
digital assets.

Absence of centralized location for employees
to view real-time accurate product and
customer data.

Employees use different descriptions for
products across systems.

The time-consuming process of manually
gathering and uploading data
risked the data to turn
obsolete.

Hence, the need to have a Digital Asset Management
(DAM) in place that acted as a single repository for all
applications (Corporate site and Hybris suite.)



BUSINESS SOLUTIONS

AEM Implementation

Product Catalog and Asset Management

Developed a Digital Asset Portal to search,
browse, and download digital assets.

Built a feed service to manage
digital assets with Hybris.

Provided online dynamic view of
Products and Customers for real-
time, accurate, and consistent data.

Built a web database for
storing custom attributes of
products.

Created custom forms to add
meta data for each asset.

Enhanced search and
download capabilities.

TOOLS AND TECHNOLOGIES



Adobe
Experience
Manager



eclipse



Microsoft
Visual Studio



TFS



BUSINESS IMPACT

18%
higher
productivity
for digital
asset
teams

60%
drop in time
to make
editorial
changes

25%
faster asset
creation

9%
increase in
site visits
per month

OPERATIONAL BENEFITS



Eliminated bottlenecks
in approval workflows.
AEM allowed
for seamless
contribution from
the subject matter
experts.



No dependency on IT
counterparts to
customize web pages.
With AEM out-of-the
box components, web
authors built and
controlled the pages.

CLIENT TESTIMONIAL

I just wanted to let you know that the
Product Directory is a BIG hit. This has been
a great addition and I really appreciate
the efforts spent on this important initiative.

- Marketing Services Director



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