



"An extraordinary combination of technical challenges and intangible assets. What the HistoryCenter is to Storck is similar to what the federal archives are to the Federal Republic of Germany; documented tradition in the age of globalisation!"

Dirk Stentzel, business process technologies manager at AUGUST STORCK KG

COMPANY	AUGUST STORCK KG
AREA OF APPLICATION	HistoryCenter: Storck history for the generations to come
INDUSTRY	Confectionery industry
EMPLOYEES	Over 5,000
REGISTERED OFFICE	Berlin
PROJECT SCOPE	Germany



THE CHALLENGE

- A huge range of diverse materials and media such as photographs, slides, price lists, sweet wrappers, packet materials, labels, videos and audio recordings
- These intangible assets are to be preserved for future generations

THE OBJECTIVES

- A multimedia "HistoryCenter" to reliably preserve valuable documents from the company's history
- Access for a larger group of users as an option for the future
- The greatest possible degree of flexibility in the reproduction of archived objects

THE SOLUTION

- The HistoryCenter of AUGUST STORCK KG runs on the basis of SER's iECM platform Doxis4
- Different storage concepts for high-resolution file formats (for reproduction purposes only) and highly compressed file formats (for searches and display)

BRIEF PROJECT DESCRIPTION

INITIAL SITUATION

The HistoryCenter of AUGUST STORCK KG contains materials and media from over 100 years of company history. There is a huge range of types of material from paper-based originals such as photographs, photograph albums and price lists to samples for packaging materials such as sweet wrappers, packet materials and labels as well as a variety of video and audio formats. These represent a priceless intangible asset to the company, reflecting its Westphalian roots. To preserve this asset over the coming decades, in addition to restructuring/optimising the retention (storage location, ambient conditions, etc.) of the physical originals, they were also digitised. As an option for the future, it was considered important that it should be possible to make the digitised documents available to a larger group of users and thus allow Storck's history to be experienced.

REASONS FOR SER

- AUGUST STORCK KG is a satisfied SER customer of many years' standing and has been using SER's archiving solutions for over 20 years
- The HistoryCenter has been used since 2011 and is integrated seamlessly in the existing infrastructure

THE SOLUTION

Establishment of a historical company archive (HistoryCenter) for the digital storage of historical documents and multimedia items relating to the company on the basis of Doxis4.

VOLUME OF DOCUMENTS

High-resolution file formats: around 16.4 TB; highly compressed file formats: around 1.2 TB (on completion of the takeover of the originals digitised by an external service provider in 2014)

USERS

Corporate Communications department

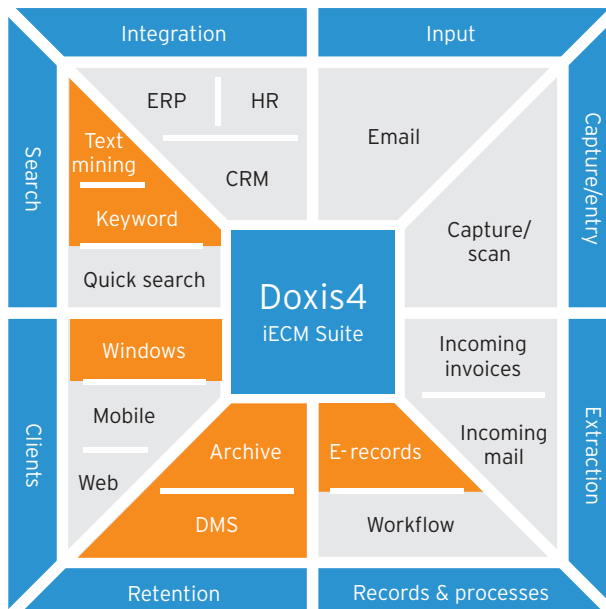
IMPLEMENTATION

- Digitisation of the originals by an external service provider
- Core attributes are included in the file names and automatically inserted in the application
- Placement of the documents in the company hierarchy (structured tree)
- Storage of associated objects in electronic records
- Searches: attribute-specific, hierarchical via structured tree, full-text
- Option for the future: expansion of the group of users to include marketing areas with read access to items without blocking flags
- Further option for the future: integration of the collection of press cuttings in the HistoryCenter

BENEFITS

- Preservation of materials and media from 100 years of company history
- The greatest possible degree of flexibility for reproduction by means of electronic archiving
- Assurance of long-term legibility and playback of videos and audio recordings

Doxis4 MODULES



Doxis4 modules used by AUGUST STORCK are highlighted in orange