

## Case Study



# Improving the management and availability of brand assets worldwide

Increasing the effectiveness of marketing

Customer

**ZEISS (Carl Zeiss AG)**

Sector

**Optics and optoelectronics**

Employees

**30,000 worldwide**

Solution

**BrandMaker  
Digital Asset Manager**

“With BrandMaker we have seen enormous improvement in our ability to deliver marketing materials quickly and easily to all locations, worldwide via a central platform.”

**Dimitrios Koulakiotis**, Head of Tools & Infrastructure, Corporate Brand and Communications, ZEISS



# Efficient marketing and media management system



## Facts

Approximately

# 10,000

active users worldwide, including approximately 7,000 internal and 3,000 external accounts (agencies, distributors, dealers)

Approximately

# 60,000

assets in the system

Between

# 15–20,000

downloads per month

Up to

# 1,500

uploads per month

Up to

# 24,000

log-ins per month



## Challenge

Assets were stored regionally, in databases and on laptops.



## Results

- Successful consolidation of all assets into BrandMaker enables the fast and easy distribution of marketing materials
- Cost savings of up to 50%

## About ZEISS

ZEISS is a leading internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the fiscal year 2018/2019, the ZEISS Group generated annual revenue totaling more than \$7 billion (US) in its four segments: Semiconductor Manufacturing Technology, Industrial Quality & Research and Medical Technology and Consumer Markets (status: September 30, 2019).

### **Growing rapidly worldwide, ZEISS marketing needed:**

- Availability of marketing assets, which might be simple or complex (an image or a campaign) to all offices and agencies, etc.
- Localization, including translation, compatibility with all media and devices, and Increased brand consistency
- Streamlined and simplified ordering, production, and delivery.

ZEISS began their search for a solution, which ended in the selection of BrandMaker as the best of breed SaaS provider of a highly-efficient, centralized platform for worldwide digital asset management.

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### **A centralized platform serving clients globally**

The heart of the ZEISS Brand Portal, its centralized marketing platform, is BrandMaker's Digital Asset Manager, providing easy access to brand-compliant assets, globally. Additional services that contribute to the Brand Portal's success:

- Single sign-on, ease of use
- Online production, tracking, and approval
- Indexed catalog of digital assets
- Brand-compliant localization and translation
- The ability to go directly to publishing, on-demand
- Robust reporting to fuel continuous improvement
- Compatibility with all devices.

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### **Easy access to localized brand-compliant assets**

ZEISS currently has almost 60,000 assets in the system across all divisions, including around 10,000 Adobe InDesign Documents®, which they make available internationally - from technical data sheets to advertising campaigns or brochures.

“We archive a great deal of images, such as product photography and materials, such as product information, especially for websites or marketing campaigns. We also use the BrandMaker system as a database of purchased images and materials.”

**Dimitrios Koulakiotis**, Head of Tools & Infrastructure, Corporate Brand and Communications, ZEISS

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## Continuous improvement

"BrandMaker provides complete data on projects so we can learn how to do a better job. In the past, we did not know exactly which asset was the most important component of a campaign - the brochure or the video animation or the online banner, and how that changes by country. This enables us to plan the next campaigns much more efficiently and successfully."

**Dimitrios Koulakiotis**, Head of Tools & Infrastructure, Corporate Brand and Communications, ZEISS

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## A dynamic partnership that yields results

ZEISS has significantly improved the efficiency and productivity of its marketing operations largely because of BrandMaker's centralized platform. Digital assets are stored and indexed, and updated with the most current and brand-compliant content.

ZEISS works closely with the Customer Success Management of BrandMaker for 3 essential reasons:

- To provide real-world feedback
- To gain insights into how to improve performance
- To provide input to product development

As an example of this dynamic partnership, ZEISS recently introduced the Moving Images Connector, an API developed with BrandMaker that simplifies the distribution of videos.

## BrandMaker is the leading software provider for effective Marketing Resource Management (MRM).

BrandMaker gives enterprise marketers the visibility and control to optimize their marketing operations. The enterprise-level MRM solution turns marketing into a business-building powerhouse by letting marketing leaders get on top of their budgets, people workflows, campaigns, and marketplace performance. BrandMaker is made to tame the complexity of multinational marketing. With our European roots, equipping companies to work across borders, cultures, and silos comes naturally to us. Accordingly, Forrester and Gartner recognize BrandMaker as a leader in MRM. More than 300 leading companies including Bayer, Daimler and Avantor trust in our solutions to increase their effectiveness in marketing planning and execution.

# Unleash Your Marketing Superpowers!

## Contact us.

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