

Driving Creative Productivity Through DAM Modernization



CHALLENGE

Modernize a legacy Digital Asset Management (DAM) environment to improve creative workflows, eliminate fragmented asset storage, reduce operational costs, and enhance asset discoverability across business units.

MODERN DAM PLATFORM

Migrated 50TB of digital assets and metadata to a SaaS-based DAM platform using Adobe Experience Manager and Acquia DAM, enabling automated asset management, streamlined workflows, and scalable enterprise integrations.

SOLVED FOR A GLOBAL SCALE

Unified digital assets across multiple business units, accelerated asset search and retrieval, improved metadata accuracy through automation, and reduced total cost of ownership with a cloud-based DAM platform.

IMPACT

Direct Benefits

25%

Increase in productivity across business units

50TB

Digital assets consolidated into a unified DAM platform

5

Business units successfully onboarded

Contributing to

Digital Experience

Digital Asset Management & Content Operations