

*freedom  
to create*

Success Story




# Centralized Ad Media Production and Automation

Thanks to censhare, REWE has been able to make the production of advertising materials 75 percent more efficient.

**REWE**





*“We particularly like always having a single point of contact who is familiar with our specific requirements and able to provide us with solution oriented support.”*

**Tanja Klever**, Head of Pre-Press Production, REWE

REWE Markt GmbH is part of the REWE Group, one of the leading trade and tourism conglomerates in Germany and Europe which includes the PENNY and toom Baumarkt brands. MSP is an IT agency which specializes in implementing and customizing censhare products. It works as a strategic partner for both censhare and the end user to ensure that the perfect product is delivered.

## AT A GLANCE

Industry

**Retail**

Products

- **Digital Asset Management**
- **Content Management**

Business need

**REWE needs to centralize and streamline production of advertising orders and layouts in one system for all regions and target groups.**

## Challenge

With over 80 million residents across 16 federal states, Germany can represent a serious challenge to a national grocery chain, especially when trying to target offers to regional tastes. Product information for advertising materials and web platforms needs to be created and updated consistently, while ensuring regional buyers and category managers are in sync with the head office. All of this has to work in lock step with merchandise data management, for pricing and inventory control.

## Requirements

- Control and oversight of all products, information and prices
- Direct communication and comprehensibility
- Management of all promotions and campaigns
- Revision security
- Centralized and streamlined production of advertising orders and layouts in one system for all regions and target groups

## Implementation

Building on censhare's content management platform, MSP developed a solution incorporating a custom designed module for the specialized needs of retail organizations. This solution makes it possible to produce advertising material in various formats. REWE's weekly sales brochures can be created for each market in a partly automated process.

The central database supplies images, product information and prices. Last minute updates (e.g. modified prices or new products) can be simultaneously integrated for all censhare produced advertising material. The production of the brochures simultaneously serves to provide product specific online content. Product images and information for the individual regions are transported onto the website and thus always remain individually available and up to date.

The TeamRoom module developed by MSP in collaboration with REWE makes it possible to supply specific markets with individualized advertising brochures (e.g. for anniversaries or grand openings). From the creation and coordination to the printing, all production steps can be carried out digitally using the TeamRoom module.

## Business Results



**75%**  
more efficiency in  
advertising materials  
production process



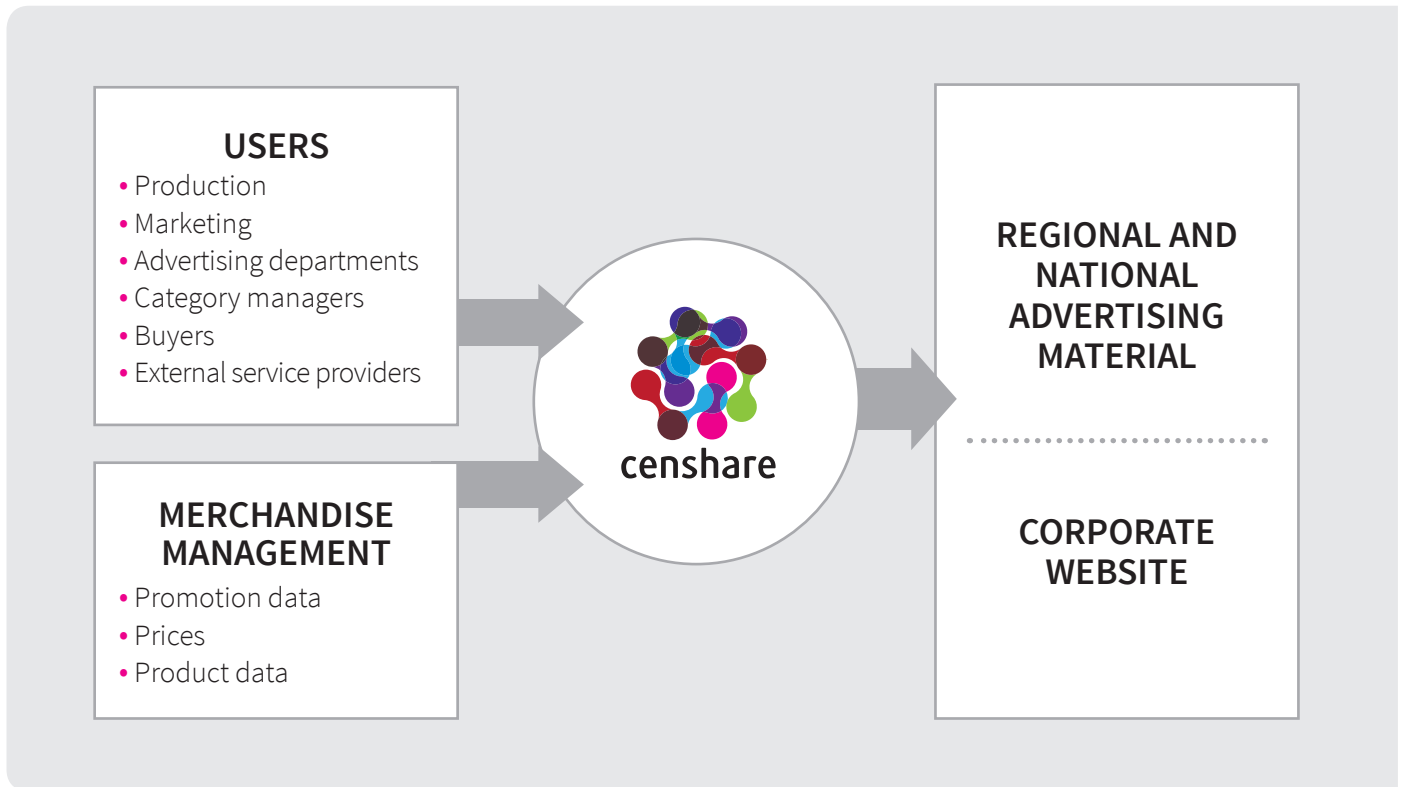
**100%**  
of previous  
potential pricing  
errors eliminated



**100%**  
of image assets stored  
in a central database for  
weekly sales brochures

## Advantages

- Changes in layout and content in real time
- Automated display of metadata in layouts
- Targeted placement of content
- Central availability of image and text material
- Templates for layouts based on a modular system
- System supported, workflow based generation of all kinds of PDFs



## Result

Thanks to the system implemented by MSP, REWE has been able to make the production of advertising materials 75 percent more efficient. Since everything is digitally administered and implemented in a single system, very few emails and even fewer printouts are necessary. The potential pricing mistakes that could occur during transfer prior to introduction of the retail module have been eliminated by calling

up the information directly from the database. The production processes synchronized and automated with censhare thus save costs, conserve resources and create additional capacities. In addition, a modern retail group like REWE requires a flexible system that can grow alongside the company. In collaboration with MSP, ideas are implemented and solutions are found for the various problems and challenges.

## about censhare

Our pioneering, universal content management platform lets you connect with your audiences on any channel, in any language, locally or globally. Clients like Jaguar Land Rover, Dyson, Christie's, Lufthansa and many more have already discovered new freedom to create and deliver consistent quality content with exceptional efficiency.

Contact us at [www.censhare.com](http://www.censhare.com)

## about MSP

MSP delivers censhare to customers for a more efficient marketing experience. Along with censhare's software, it helps enterprises manage content and automate workflows across all marketing and communication channels. MSP assists in building a more efficient, flexible and collaborative content management and distribution system designed to meet the challenges of complex, multichannel market environments. Keeping in mind the balance between usability and security, its goal is to increase the quality and efficiency of existing processes in a sustainable manner. Beyond implementation and development, MSP also provides defined monitoring of IT infrastructures.

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