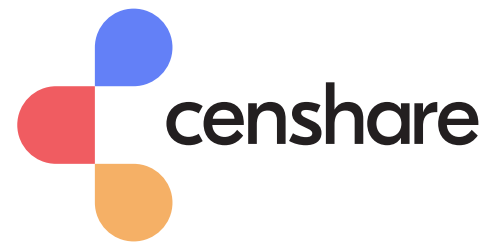


Classic American Lifestyle Brand Sets the Pattern for Profitable Growth



With censhare Digital Asset Management underpinning its marketing technology stack, leading clothing retailer Lands' End has a sturdy foundation for strong global expansion.

LANDS' END 

Emmsphere
Plus

master your content



“censhare successfully completed the global deployment of an enterprise-grade Digital Asset Management solution on time and retired our old system. This is now providing new opportunities to grow our business while also saving money.”

Richard Swaziek, Senior Director, Creative Operations, Lands' End

“Not only does censhare provide the sophisticated functions to handle the high level of global print publications, but it has the potential to support additional future growth needs across all global marketing channels.”

Richard Swaziek, Senior Director, Creative Operations, Lands' End

At a glance

Industry

Retail and Ecommerce

Products

- Digital Asset Management
- Product Information Management

Business need

Replacing an outdated Digital Asset Management (DAM) system to enable Lands' End to expand its global business and deploy innovative processes to reduce costs, increase scope, streamline print catalog production, support growing ecommerce operations and collaborate in new ways with third parties.

Emmsphere Plus Brings 15+ Years of censhare Experience

A leading partner for censhare in the USA, Emmsphere Plus is a Joint Venture company between EMMsphere and MSP, a software developer and information systems consultancy. Emmsphere Plus is fully focused on censhare solutions and services to help organizations with planning, implementation and ongoing post-implementation support, solution change management and training. The Emmsphere Plus team has been implementing and managing censhare powered solutions since 2004.

Replacing a Fading DAM

As US casual clothing retailer Lands' End formed its ambitious digital transformation strategy, it knew the initiative could be hindered by an aging Digital Asset Management (DAM) system. In use since 2006 and provided by one of the company's print vendors, the DAM lacked the capabilities to support the expanded range and variety of assets Lands' End needs to achieve its global growth and ecommerce expansion goals.

According to Richard Swaziek, Senior Director of Creative Operations at Lands' End: “The outsourced DAM was more of a library of assets than a management system. This meant we could not integrate our legacy system with new, more sophisticated tools or support personalized marketing based on customer data. The DAM was also tied to legacy processes that depended on the know-how of our established teams. We needed a more capable DAM to be a single, standardized source of truth for our existing content and the many new asset types needed to feed the growing number of digital channels.”

Sizing up Systems for the Long Haul

There was nothing casual about Lands' End's process for finding a new DAM. In 2018, with guidance from a specialized consultancy firm, the company identified five vendors offering systems best matched to its needs and invited each to run an in-house demonstration. This resulted in two DAM systems progressing to a proof-of-concept stage scored according to five criteria — cost, user experience, system integration testing, technical fit, and references.

Business Results



2m+
versions of digital assets
managed



700
users globally



20,000
unique printed pages
per year



25 TB
of data transferred

In addition to scoring highly in these criteria, censhare offered the best capabilities for managing printed page production. This element was crucial for a future-proof DAM, given that one of Lands' End's major sales channels is mail order via printed catalogs. The company runs more than 300 catalog projects involving around 20,000 unique printed pages per year, distributed throughout the US, Europe and Japan.

"Not only does censhare provide sophisticated functions to handle print publication, it also has the potential to support our future growth needs," says Swaziek.

Tailoring Lands' End DAM for the Perfect Fit

In the spring of 2019, work began to deploy Lands' End's new DAM, to migrate existing assets and start operations. With only a few months to the renewal deadline at the end of 2019 for its previous system, the implementation and onboarding needed to happen swiftly and with precision.

With the help of its US-based implementation partner Emmsphere Plus, censhare deployed the DAM on time for Lands' End to exit the previous system. Emmsphere Plus also integrated the DAM with other tools such as Adobe® InDesign® and a Single Sign-On (SSO) server, implemented extensive automation and customized the user interfaces. They also designed streamlined workflows to minimize the number of steps in several processes.

More than 1.5 million digital assets with mapped metadata totaling some 25 TB of data were successfully transferred from the former DAM into censhare. After this transfer, more than 500 Lands' End users across the globe went through the onboarding process and were fully equipped to work together.

The VP of Client Services at Emmsphere Plus, Devon Hembree notes that: "The project involved more than just technical implementation. We provided expert advice to help Lands' End drive performance improvements. We guided them on best of breed tools and their integrations to enable continuing growth in the future."

Uniform Processes, Higher Productivity

Along with improved workflow efficiency, the new DAM is helping Lands' End ensure consistent processes that use a much wider scope and scale of assets without the need for extra resources.

Unlike the legacy DAM, censhare can manage text as a digital asset, so it can be instantly searched and applied as needed — a feature that will be used in a later phase. The system also allows users to search for text contained within InDesign and PDF files which was not previously possible.

With censhare, Lands' End now has a true content hub with future development opportunities far beyond those possible with a conventional, stand-alone

DAM. Lands' End's use of the censhare DAM has also grown immensely, with nearly two million assets managed and more than 700 users working within the system a year later.

The new DAM has enabled the Lands' End Marketplace, an online channel open to third-party products. Ecommerce is a crucial opportunity for the business and one in which Lands' End is achieving strong growth.

The DAM also enabled the company to develop its partnership with a leading US retailer with shops in nearly every state. Lands' End products are now offered through the retailer's online presence as well as in many of its more than one thousand brick and mortar stores.

With censhare, Lands' End can allow third parties to access its digital assets and transform content for different channels. For instance, a third-party retailer which partners with Lands' End requires different image sizes for their placement, effectively doubling the number of assets created. The complex management of this ballooning repository and the addition of new, diverse assets would not have been possible with the previous DAM.

Lands' End has also adopted powerful software for creating images without the need for expensive professional photography and live models. The company now photographs most items on mannequins and uses an image manipulation tool that has been integrated into the digital workflow to make them appear to be worn by real models. "We can show every color option as a worn item, a benefit of the expanded management of digital assets that was not possible without censhare's integration and digital asset management capabilities," says Swaziek.

Just Scratching the Surface

Swaziek sees many ways the new DAM can catalyze profitable global expansion. A few items currently being considered in Lands' End's future roadmap include automatic language translation, automated page design updates, system integrations with additional third-party vendors, expansion of video assets, and integration with a future Product Information Management (PIM) system to further streamline processes.

"We are just scratching the surface. censhare is central to our ambitions to develop modern Martech capabilities," comments Swaziek. "The DAM has met our expectations extremely well. We have a highly workable system, global users are engaged and we are excited about the opportunities for the future."

Lands' End uses censhare DAM hosted on Amazon Web Services (AWS). AWS offers a broad set of global computing, storage, database, analytics, application and deployment services that help organizations move faster, lower IT costs and scale applications.

"We had high initial expectations at the start of the censhare DAM project and these have all been met. Our users are mainly creative people who are not system oriented, yet they are pleased with the new system. Users are satisfied."

Richard Swaziek, Senior Director, Creative Operations, Lands' End

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

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