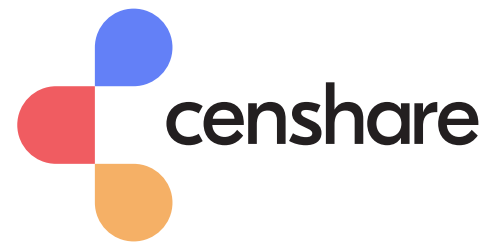


# Competitive Edge Through Efficient Production



The special interest publishing house Delius Klasing uses censhare as its central communication and data management platform to establish competitive media production processes.



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“censhare is a motor without which our work would be inconceivable. We don't know how we ever did without it.”

**Olaf Klinger, Head of Publishing Magazines, Delius Klasing Verlag**

“It took Delius Klasing a total of four working hours to produce an image royalty statement for a single book. Today, it takes one click and a matter of milliseconds.”

Sören Zurheide, Publishing Client Project Manager, Mohn Media

## At a glance

### Industry

Media & Special Interest Publishing

### Products

- Digital Asset Management
- Content Management

### Business need

To stay competitive, Delius Klasing needs a central Omnichannel Content Management system. This enables the publisher to produce increasing quantities of media neutral content in the same timeframe and distribute it across a growing number of analogue and digital channels through predominantly automated processes.

## Faster, better, further

With 200 staff members and offices in Bielefeld, Hamburg, Munich and Stuttgart, Delius Klasing is Europe's largest family owned special interest media house. Its publishing program, which centers around cars, cycling and water sports, comprises 1,100 books, 17 magazines, more than 40 calendars, 350 eBooks, and numerous online services and apps.

“Nowadays, we find ourselves in a heavily process driven market. We have to bring out more and more publications of the same high quality in the same timeframe,” says Dirk Kemmerer, CEO at Mohn Media, describing the current challenges in the publishing industry.

In the past, even major publishing houses would often set up the required IT infrastructure, host it and develop it themselves — at considerable cost. This changed around seven to eight years ago, when publishers realized they needed to economize and focus on their core business — creating content.

“It didn't make sense to keep on going as before,” explains Olaf Klinger, Head of Publishing Magazines at Delius Klasing. “We had to evolve to stay competitive but we were no longer willing to develop the IT expertise to do it ourselves. We needed a tool that could organize all of our image data and content in a better way than was possible using conventional file server structures. That's why, in 2011, we took the decision with our partner Mohn Media to introduce censhare as an ASP solution.”



# Business Results



1,100

books, 17 magazines,  
40 calendars and 350  
eBooks produced  
directly via censhare



3m

assets stored  
in censhare



Milliseconds

per image royalty  
statement — it once  
took 4 hours

## Delius Klasing has four main objectives:

- 1) To create a central platform where the various regional editorial offices and publishing departments can collaborate in a parallel and transparent manner
- 2) To reuse content, on and offline, across different media
- 3) To centralize data while simultaneously creating more streamlined processes and standardized workflows
- 4) To boost efficiency through automation

“In censhare, Delius Klasing has at its disposal a fantastic tool designed with the future in mind and which we know will evolve further,” says Julian Vertkersting, Head of Prepress at Mohn Media, explaining the reasons behind censhare’s selection. “We wanted a standard software solution that we could tailor to our requirements for a wide range of use cases. Because Delius Klasing publishes magazines on a diverse range of topics as well as having a book publishing house (which has completely different requirements again), it’s crucial that we can process all content in censhare directly.”

## Thanks to censhare, production runs like clockwork

Today, Delius Klasing uses censhare to produce all its magazines, books and calendars in a smooth, transparent process. What’s more, it recently started using censhare as the CMS for its website and to channel content directly to a variety of apps. “There used to be a wild flurry of activity leading up to a press deadline,” recalls Julian Vertkersting. “The executive editor wanted to see the entire publication, there were often a few spelling mistakes to iron out and, sometimes, the adverts were missing. Today, our processes are smooth and transparent. You can see everything from the outset and the editor knows what ads have been booked and where they have been placed without having to call the advertising department.”

Olaf Klinger sums it up: “censhare is the basis for everything we produce. It’s the central solution for our most valuable currency — our content.

It means that all the assets we need for production, no matter what the media, are available in the same place, and there’s at least three million altogether. That includes images, videos, text, layouts, PDFs and adverts, but also our processes — put simply, it’s everything. censhare is a motor without which our work would be inconceivable. We don’t know how we ever did without it.”

While censhare helps to connect staff at Delius Klasing, it also helps to distribute content across various channels — from newsletters and digital editions to websites and apps. The editor, who would once work only on printed media, now looks after the digital channels too. It's also become far easier to reuse content.

## Efficient processes and workflows provide a clear competitive edge

Automated processes provide clear efficiency gains for Delius Klasing, such as handling image royalty statements. “Once upon a time, someone had to go through the finished publication, label the photos and enter the information manually in an Excel spreadsheet,” remembers Sören Zurheide, Publishing Client Project Manager at Mohn Media. “The labelled publication would then be sent by post to Munich, where it would be checked over again before being sent back. It took

the company a total of four working hours to produce an image royalty statement for a single book. Today, it takes one click and a matter of milliseconds. And that's not all: at the touch of a button, we can compile statements for as many issues as we want — or create one statement for the entire year.”

The automatic generation of PDF files without adverts also saves the publisher time and money. While a staff member previously had to remove the adverts from PDF files manually before generating new files, PDF versions without adverts are now created automatically and can be accessed at all times.

“Thanks to censhare, our work is more transparent and our processes and workflows are standardized — as is our hardware and software,” says Olaf Klinger. “This not only simplifies communication and support, it also makes it easier to roll out central products. Today, when we launch a new website or publish a new print product, we automatically gain a framework for all other magazines, brands and products. That saves us time and money — censhare affords us a clear competitive edge.”

# “In censhare, Delius Klasing Verlag has at its disposal a fantastic tool, which we know will evolve in the future.”

**Julian Vertkersting, Head of Prepress, Mohn Media**

# 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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