

Tour Operator Journeys from Insular Solutions to A Centralized Content Information Platform



The FTI GROUP
now relies on
central Digital
Asset Management
from censhare
across the group.



master your content



“The rapid growth of the group had resulted in many insular solutions that could no longer be operated efficiently. The centralized system from censhare enabled us to reorganize the processes and standardize the numerous content archives.”

Emanuel Bstieler, Head of Department Content Systems and Services, FTI Touristik GmbH

“censhare is much more than an image database. We were convinced by the fact that censhare can manage any form of content and issue it across all channels.”

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

At a glance

Industry

Tourism

Products

- Digital Asset Management
- Content Management

Business need

The rapid growth of the FTI GROUP resulted in a heterogeneous system landscape in the content area, entailing considerable maintenance input, as well as being characterized by inefficient processes. Consequently, the company was looking for a future-proof solution that could handle all types of content and brands which could be centrally managed.

From Germany to the World

Founded in Germany in 1980 and with over 12,000 employees worldwide, the FTI GROUP currently ranks as the third largest tour operator in Europe. The company provides tours to 120 destinations, which are offered and distributed by numerous tourism brands including FTI Touristik, 5vorFlug, BigXtra, sonnenklar.TV, and WINDROSE Finest Travel.

Since its inception, FTI has also grown through acquisitions which brought their own content management systems into the group. „These insular solutions, however, were not a competitive advantage, because these different systems were only used to present the information our customers expected, which was largely identical,” explains Emanuel Bstieler, Team Lead for the provision of so-called “non-bookable content”, i.e. descriptions, photos, videos and graphics. As Bstieler went on to add: „The addition of each new system, however, meant more effort for entering new requirements into the respective stand-alone solution. Only a centralized DAM promised to remedy this situation.“

Business Results



200
users



35%
reduction in image
management workload



10%
fewer images licensed



630,000
images managed



4 million
assets managed

Advantages of censhare Triumph

FTI came to censhare within the context of a tender involving a lengthy evaluation phase. Numerous reasons were decisive here: „censhare is far more than just an image database,“ explains Bstieler. „We were convinced by the fact that censhare is capable of managing any type of content and issuing it across all channels.“

„The trend towards digitalization has gained additional momentum since 2020 due to the Corona pandemic. Today’s markets demand rapid product adjustments and comprehensive information for travelers,“ as Bstieler outlines. Citing a current example, he states: „As soon as the entry conditions and hygiene regulations for a destination change, we are now able react immediately and display the corresponding information across our digital outputs. Printed brochures and catalogs just can’t deliver here.“

In addition, FTI was looking for a platform that could be smoothly integrated into the existing system landscape, thereby reducing dependence on a software provider. „That’s why the extensive censhare partner network, which can expand the platform and develop integration options, was also important. And with its headless CMS, censhare shows that the platform is well equipped for all our future use scenarios,“ says Bstieler.

In order to implement the project, the FTI GROUP turned to kolb digital, a censhare Platinum Partner and digital transformation specialist commanding many years of experience in the prepress area. kolb digital had already worked very closely with FTI before the introduction of censhare and, for example, had carried out extensive image retouching for catalog productions as well as providing an image server. „kolb digital’s decades of experience with our processes provide an invaluable advantage in the introduction of censhare,“ adds Bstieler.

All Aims and Objectives Achieved From DAM to an Integrated Content Platform

The project was based on a detailed business plan with the aim of avoiding redundancies and ensuring faster implementation on the markets. The centralization initially focused on the extensive image archives and the streamlining of image procurement.

Two years after the introduction of the new system, Emanuel Bstieler draws a positive conclusion: „Today, we are buying around 10% less image material, which delivers tangible savings, given some 40,000 images per year. We are particularly pleased that we have been able to relieve departments that used to be heavily involved in image procurement and processing, even though this is not one of their core tasks. Here, we anticipate a 35% reduction in workload, freeing up time for creating even more attractive offerings.“

The introduction of new, fully digital processes entails additional advantages: „Previously, there was no transparency regarding the use of images and their legal status. Since we have been using censhare, we have been able to clean up our digital archives and introduce a new upload portal,“ as Bstieler relates. „Now, all new images are transferred directly into the censhare system and the usage rights are recorded. Today, there are virtually no more problems due to the use of incorrectly licensed image material.“

The FTI GROUP is already planning to expand its censhare system to create an integrated content platform. With regard to print production, Bstieler plans to produce all offline media - e.g. posters, brochures and magazines - in censhare in the medium term. „We could also imagine archiving the professionally produced content of our sonnenklar.TV television station to be done in censhare and made available to other Group brands. In view of the more than 150 TB of video material, we made a clear decision not to include this step in the initial project phase.“

Bstieler believes that the FTI GROUP is ideally equipped for its medium and long-term future: „We are now able to place new offers on the market faster than ever before and will further expand this capability with new functions and further integration steps.“

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Emanuel Bstieler, Head of Department Content Systems and Services, FTI Touristik GmbH

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.

About kolb digital

kolb digital is a modern software integrator that combines solutions for content management with solutions for customer experience.

In doing so, our consultants and specialists focus on user-friendly and efficient systems and platforms around the topic of content. In this way, our customers receive a perfect data basis for interaction with their customers and consumers. Our customer experience team integrates first-class solutions that enable our clients to communicate with their customers across all touchpoints — online and offline.

master your content

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