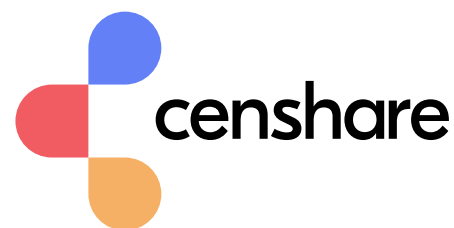# With a DAM, you also have to be able to plan...

censhare

Swiss Post controls and steers highly diverse initialization and planning processes in the communications sector with Digital Asset Management (DAM) from censhare.

DIE POST | **aclevion.**

master your content

"By implementing topic planning with censhare, we have been able to consolidate diverse planning in one system and thereby achieve greater efficiency and relevance in communication efforts."

Michael Eberle,, Product Owner

> "Thanks to the cross-departmental planning concept, we were able to cover multifaceted needs in the company. What's more, expedient, meaningful overview variants are available to management at all times."

Jürgen Kübler, Leiter Management Digital Channels Market

AUF EINEN BLICK

Industry

Communication, Logistics, Transportation,

Financial Services

Products

• Marketing Planning Management

• Digital Asset Management (DAM) *

• Headless Content Management (HCMS) *

• Web2Publish (W2P) *

• Interfaces *

* already implemented with censhare

Company

Swiss Post AG is a public limited company which is 100% owned by the Swiss Confederation. In 2019, it handled around 1.8 billion addressed letters, 148 million parcels, transported 167 million travelers by way of PostBus AG and managed over CHF 119 billion in customer assets with its PostFinance AG.

Business need

Swiss Post wanted to integrate higher-level planning processes into content creation. Based on the existing censhare platform, topics were to be initialized and controlled in a structured manner.

Perfect preconditions thanks to the existing censhare DAM

Given the increasing number of communication channels, Swiss Post was increasingly confronted with the challenge of having to coordinate its highly diverse communication content, both in terms of topics and with regard to specific channels.

On the one hand, Swiss Post wanted to be able to respond to changing requirements with its existing communication channels while, on the other hand, also being well equipped to deal with all future communication channels.

Fortunately, the organization was already in possession of censhare Digital Asset Management (DAM), which offered the ideal prerequisites for intelligent and flexible data management. The aim was to be able to use the existing DAM to prevent duplication and inconsistent data, also as data volumes trended upwards.

Business Results

up to 30%
less effort and input for
the same tasks
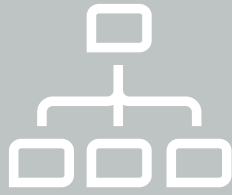
12
Business areas involved

600+
communication projects
per year

100+
Users

From decentralized to centralized planning processes

Previously, communication planning was carried out independently in each division, usually via Excel. Within the individual divisions, this procedure worked quite well, although a great deal of time and overview was often lost in the process. However, coordination of content or topics across several Group companies and channels was almost impossible based on the previous procedure.

Consequently, Swiss Post was looking for a system solution that would provide the various divisions and their communication managers with a cross-divisional overview of all communications topics and channels.

In addition to technical challenges, these objectives also placed high demands on the conception.

In the initial project phase, the needs of all the departments involved were therefore recorded in various workshops and documented in the form of user stories. These results were then taken to create a data model for the group-wide topic planning, which in turn formed the basis for the technical design.

In the second phase, the system concept was developed in cooperation with the customer's project team, the partner and censhare. Here, the various work packages were defined, which formed the basis for the agile implementation (according to Scrum methodology).

Everyone wants to plan ...

Basically, the topic of „planning" must also be realized with the help of a data model. This defines who wants to plan in which structure and which planning areas may have to be defined across the board. At Swiss Post, the three areas of „higher-level planning", „area planning" and „channels" have emerged.
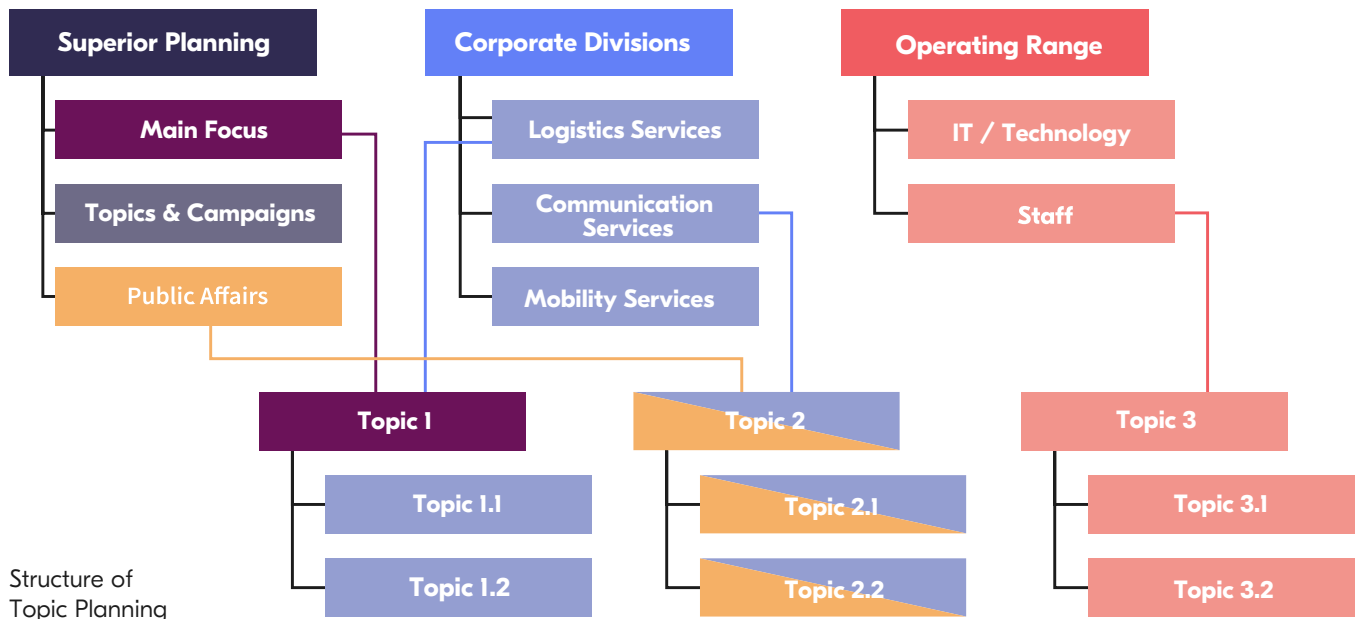
Structure of
Topic Planning

Project goals of the Post

The following points show the system functions that Swiss Post wanted to have in place:

Efficient search processes
Future search processes were defined at the same time as the planning structure. The goal here was to make the future search processes simpler and more structured so as to achieve greater efficiency.

A central and simple user interface (UI)
With censhare, Swiss Post already had a system with central logic and a user interface that was uniform for all areas. Users from the DAM, editorial and Web2Publish departments, as well as from planning, were able to immediately find their way around the system landscape, which is always familiar for them.

Conflict detection
Possible (e.g. time or topic-based) conflicts are detected by the clever data model and displayed with a GANTT view.

Rough budget allocation
A rough budget can be assigned to each topic. The budget items are thereby ensured and an overview of the running costs is available at all times.

Management overview
It is important for management to have a quick and clear insight into the communication planning. Based on the asset structure or the data model, an easily accessible overview was created for Swiss Post, which shows both the planning structure of communication as well as related topics, priorities and areas, etc. at a glance.

Consistent work with templates
Various predefined templates (but customizable with variables) help to work out communication topics faster and with greater clarity. This saves time and avoids errors, thanks to standardized processes.

Automated workflows and archiving
Predefined, automated workflow structures facilitate topic and action planning in communication. With defined workflow targets, the selected planning units can trigger the processes automatically.

Due to the enormous number of activities at Swiss Post, very large data volumes accumulate relatively quickly. This calls for automated archiving, which guarantees a separate overall view with regard to current and archived activities. Persons with the respective authorizations can control data archiving as required.

Swiss Post demands made on the censhare platform

Platform-based data structure for planning processes	• Flexible management of planning data • Full range of functions, also for planning assets
Cross-departmental linking of planning data	• Mapping and further development of the desired link logic possible at any time • Broad usage framework thanks to comprehensive logic concepts
High user acceptance, as based on the same UI as DAM, web2publish, etc.	• Different authorization and role profiles work in the same backend • Same user interface for different task owners
Consistent planning processes and automated process steps	• Defined dependencies of planning modules enable process security • Automation reduces effort and input and shortens processes
The central platform opens up customer-specific further developments	• Open platform architecture guarantees a broad usage and development horizon • Platform enables step-by-step approach
Joint further development of internal know-how at Swiss Post	• System competence (customer) ensures business-relevant use cases • Platform development is based on customer practice

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 aclevion

We see ourselves as experts when it comes to implementing and supporting clever software system solutions, for optimal communication content management and its multi-channel use, in your company. The aclevion team has many years of comprehensive experience in consulting and supporting well-known national and international companies from a wide range of industries.

These include, for example, Alnatura, BLS, Chocolat Halba, Geberit, Globus, ESA, Leister Technologie, Manor, Migros, Office World,Sanitas Insurance, SwissRe, Swiss Post and many more.

Further information at **aclevion.com**

master your content

www.censhare.com