



R+V insurance **company** reduces content management costs and time by 50%

For more than five years, R+V Versicherung has been optimizing its content management processes with censhare.

The company needed a flexible, centralized digital asset management (DAM) and print production management system that could be seamlessly integrated into the existing system landscape. The censhare solution saved money for R+V by avoiding duplicate assets, eliminating data inconsistencies, and establishing a central location where the truth can always be found. Long “question and routing paths” have been avoided. censhare is also a perfect fit for the production processes of print products. So all agencies work on one platform and all print implementations are available centrally. This gives R+V completely new access to its own data.

With censhare, we have a programming and deployment framework ready for AWS services and not just a container for storing assets. This will allow us to add processes to automate marketing content production and provide additional functions in the future.”

- Marc Mundt, CEO, DIU

“Key features of censhare are its great flexibility in working with all types of assets, its ability to automate content processes, and its strong ability to deliver content to all marketing systems.”

- Sascha Kämmerer, Marketing Technology Manager, R+V Versicherung

Challenges

Before the introduction of censhare, R+V struggled with fragmented content management in distributed storage locations for images, pictograms, and seals which led to inefficiencies and inconsistencies. It was critical to merge these into a single online system.

The company needed the advantages of a centralized DAM to eliminate silos across departments and external agencies.

Impact:

Together with their integration partner DIU, R+V implemented censhare as the central element of its marketing technology stack. The platform supports various use cases including print production management, a digital work platform for marketing collaboration, and a central DAM system.

Benefits include:

- **Increased efficiency:** R+V achieved cost and time savings of up to 50% in print production management.
- **Utilization:** Over 300 internal users and more than 20 external agencies use the system to manage more than 100,000 digital assets.
- **Scalability:** The flexible, cloud-based solution supports future automation and new use cases, making it scalable in the long term.

Why censhare?

The long-standing use of censhare at R+V Versicherung has significantly improved the efficiency, consistency and scalability of content management. The partnership with censhare enables R+V to maintain a robust and integrated marketing technology stack that meets changing requirements and supports extensive marketing activities.

Sascha Kämmerer, Marketing Technology Manager at R+V, highlights the flexibility and strong API capabilities of censhare as key factors in its success. Marc Mundt, Managing Director of DIU, emphasizes the system's operational readiness on AWS services and its potential for future automation and functional enhancements.

