

EDEKA Südwest Empowers their Marketing with Censhare's Flexible and Automated Solutions

For over a decade, EDEKA Südwest, a long-standing customer of Censhare and its MSP partner, has leveraged Censhare to streamline and enhance the production of advertising flyers and special promotions. By utilizing Censhare's adaptable system architecture and advanced automation features, EDEKA Südwest has significantly improved efficiency across its diverse marketing processes.

EDEKA Südwest needed a comprehensive solution to efficiently manage and produce complex marketing materials, such as weekly advertisements and special promotions, for both national and local markets. Their aim was to streamline workflows and integrate multiple systems to manage product data, media, and print production seamlessly. EDEKA Südwest implemented Censhare's Digital Asset



Management (DAM) system and MSP modules to refine product data, manage correction workflows, display product images through the Mediabox, retrieve data and images via interfaces, and create print-optimized flyer templates for individual stores. With Censhare, EDEKA Südwest was able to automate the generation of localized product variations, create promotional texts, and manage layouts efficiently.

A Censhare Success Story with



“The flexibility of Censhare’s open architecture and its ability to support evolving business processes has been invaluable for EDEKA Südwest’s marketing operations.”

- MSP, Implementation Partner

Challenges

EDEKA Südwest faced several key challenges, including the need to integrate and customize Excel-based planning and placement templates for Censhare processing.

This customization was critical for making tailored adjustments to advertisement layouts for specific retailers. Additionally, EDEKA Südwest needed to support its marketing IT teams and sales people with both technical and marketing issues, while also managing and updating Censhare modules and infrastructure.

Impact

With Censhare, EDEKA Südwest achieved a high level of automation across its marketing operations, resulting in improved time and cost efficiency. The system automates the creation of print-optimized marketing materials, simplifies version

management for localized advertising, and fosters collaboration between EDEKA’s marketing teams and retailers, significantly boosting productivity.

Benefits include:

EDEKA Südwest has greatly benefited from increased automation through Censhare’s flexible design, which allows for the efficient management of over 1.36 billion assets. Censhare provides a centralized solution for handling product data, images, and layouts. Its adaptability has become essential for addressing evolving market needs, leading to the implementation of a poster printing tool and a translation interface for cross-border advertising. Additionally, the system supports more than 500 users enabling large-scale marketing efforts while allowing for local customizations.

Why Censhare?

EDEKA Südwest selected Censhare for its open architecture, which combines a DAM system with the MSP Handelsmodul to offer flexible, customizable, and scalable solutions for its advertising initiatives.

This adaptability has allowed EDEKA Südwest to continuously refine and enhance its marketing processes, ensuring both time-sensitive and cost-effective operations.