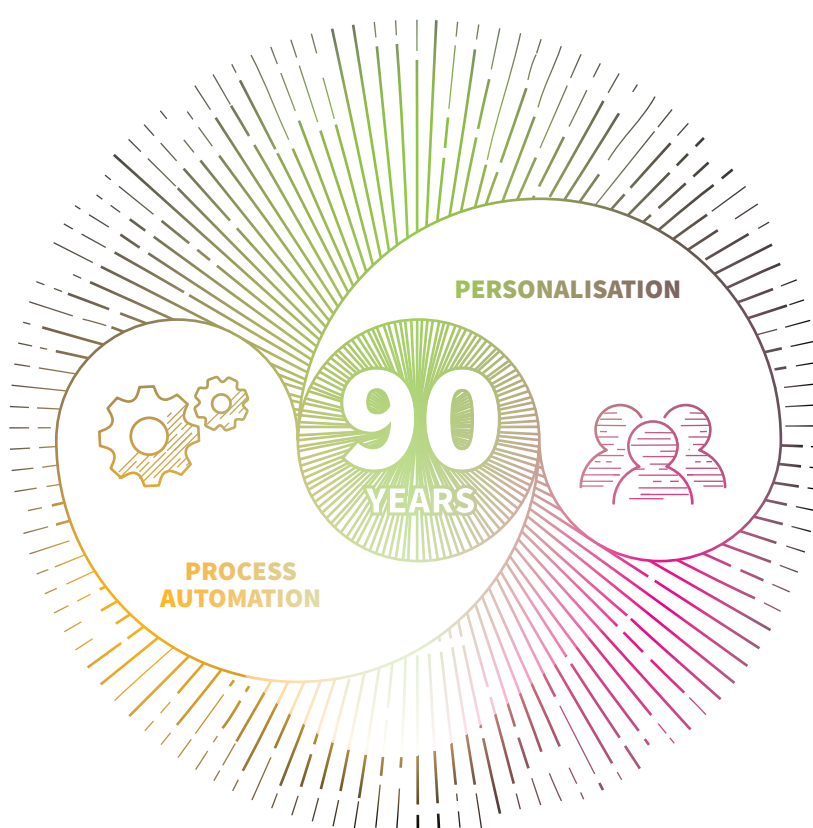


# SMARTER RETAIL? IT'S IN THE DETAIL.

This department store is giving its staff a more connected working experience with censhare.

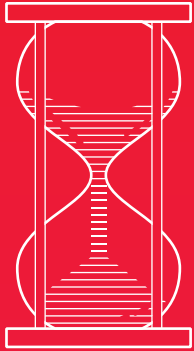
*This 90-year-old department store embarked on a programme of process automation and personalisation*



**“censhare is way more than a DAM. It guides the production for all our digital and print processes.”**

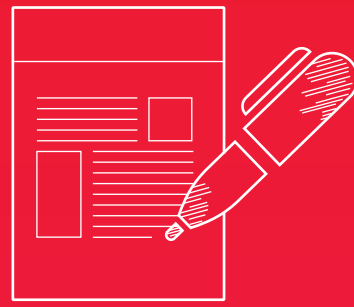
Senior Programme Manager  
Large US retailer

## BUSINESS RESULTS



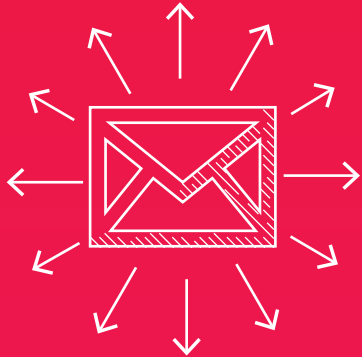
**50%+**

reduced production time



**95%**

fewer changes on print date



**100s**

of personalised variations of one email automatically generated



**30**

million customer emails a day



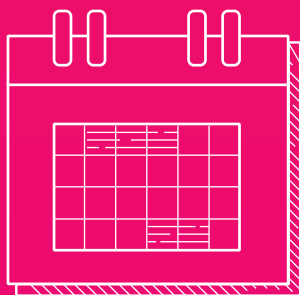
**1,300**

staff benefit from new tools and processes



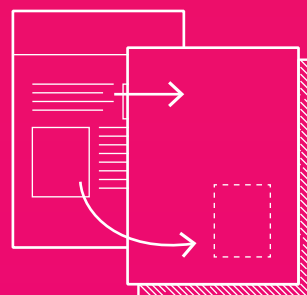
**1,100+**

department stores in 49 states



**5 year**

programme and counting



**\$275k**

saved annually by reusing photos and other assets

**“We’ve lowered production time by at least 50%—going from 12 to 6 weeks, and sometimes even 2 to 3 days for rush jobs—and reduced the number of errors in production.”**

Senior Programme Manager  
Large US retailer

