Driving Dyson's brand assets

Dyson had specific requirements from its new digital asset management and workflow system – and found the answer in the software of censhare

A degree of peace has descended upon Dyson's marketing department in Malmesbury, Wiltshire, but it's not because the work rate has slackened. Far from it. The vacuum cleaner and hand dryer manufacturer is still cranking out around 200 promotional campaigns every year, and continues to grow globally. The difference now is that a new software system – combining marketing resource management, digital asset management, and publishing workflow – has begun to spread its tentacles throughout the organisation, and the impact on operational efficiency has already been substantial.

"I get the sense that there's a lot more calm in the department," considers marketing operations director Bronwen Edwards. "There is a huge amount of work going through, but not the panic with people chasing Legal and Intellectual Property for sign off, because the system is doing that for us."

The system that Dyson has installed is from censhare, a company that originated in Germany in 2001. In that market censhare is a well established name, and counts national newspapers, agency McCann Erickson, and car manufacturer BMW among its publishing, agency and corporate clients. This track record, although almost entirely outside of the UK when Dyson started its research, was important.

Dyson was also looking quite specifically at its print workflows, rather than web-based, so the need was also for a DAM system that was print-conversant. The company still produces a vast quantity of ink on paper, from packaging, through in-store promotional pieces, to technical manuals in several languages within every box that
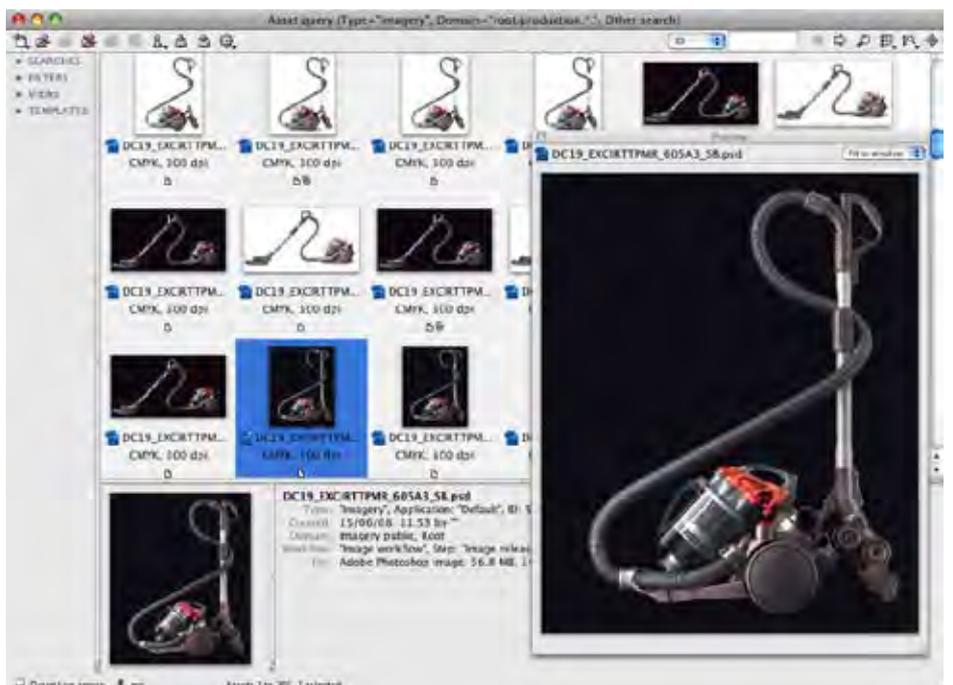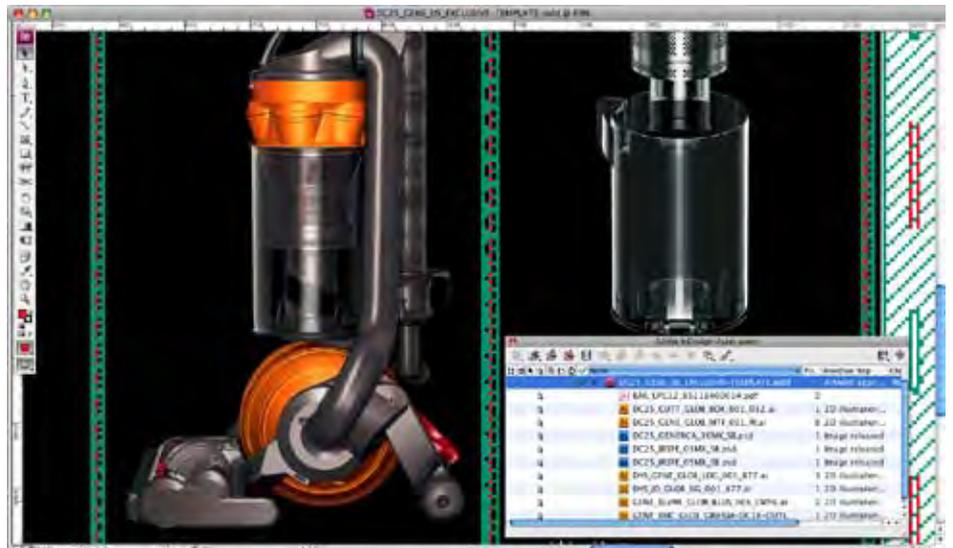
censhare presents a gallery view of images, with a large preview of a selected image

Dyson sells.

Says Gary Bidwell, Dyson's creative services IT manager: "There are many digital asset management systems but only about 10 that work well with the print industry. Most brand management systems don't understand print. Content management systems are ten to a penny and have all sorts of functionality, but we were specifically addressing the print production side of things. We take great pride in the colour accuracy of what we put on paper, and we needed a system that could help us achieve that."

The robustness of censhare was proven already, through its use in demanding publishing environments such as newspaper groups, Bidwell adds.

Of course, no major DAM project should be undertaken without a clear strategic view of where a business is going, why such a system is necessary and how it will provide benefits along that journey. From Dyson's perspective, the key drivers for investing in censhare were its growth as a business globally – and more particularly, that its manufacturing is located in Malaysia. While most marketing collateral is still created in the UK, print is fulfilled globally, and Dyson was establishing a production facility in Malaysia to mirror that in the UK. It meant a switch from thinking about central to local production, and having systems to support that change.

When launching a new product, Dyson creates artwork templates centrally, for local adaptation. It needed the complicated process of translation and artworking to be managed more efficiently, so that material could get to market on time. Dyson's earlier experience with a smaller publishing system for asset management, had taught it important lessons which informed its identification of needs for a new and better system. Prominent among these was that any new system should be able to integrate with other enterprise-wide systems, such as Dyson's newly implemented SAP, and others for Product Line Management and CRM.

To see the censhare system in action, representatives from Dyson travelled to Germany to visit BMW, and Edwards says that speaking to the motor company about the benefits of censhare and any issues that had arisen gave Dyson "good reassurance". She continues: "Knowing that BMW could make it work in that environment, I felt we could probably crack any operational problems here at Dyson as well."

The big problem that Dyson was grappling with before installation of censhare

> **In the central marketing team and creative services department it has been very positively received because it is bringing order and clarity to what can look like chaos with so much work going through.**
> Bronwen Edwards, Marketing Operations director

was that it was creating a huge amount of promotional work. Bidwell estimates that up to 4,000 jobs spread across perhaps 200 different campaigns are created every year, often with multiple langauge translations required. There are some 60,000 digital assets stored in the system

"Managing that data was a nest of snakes, and we needed something to manage it for us," says Bidwell. "It was a full time job just making sure that files were in the right place. Censhare takes us straight to the right location. Everything is searched through strict

> **There is nothing more demanding for a DAM than a newspaper, so the robustness was proven.** Gary Bidwell, Creative Services IT manager

criteria, so finding and tracking work is one of the big benefits. We can find an image and see how many times it has been used, and in what documents. We are growing and doing more product launches, so we wanted to design more structured processes, and censhare gives us that."

Dyson has a customised version of censhare. The company is not a traditional publisher and has different requirements to a newspaper or magazine publisher, so certain features were provided specifically for Dyson (which can also benefit other clients thereafter). One example of this is in digital sign offs of artwork. Dyson wanted to be able to make annotations onto PDF files, which

censhare at first did not have. It does now, and so every censhare client now has access to this enhancement.

Even before that improvement was made for Dyson, the approval processes in censhare were far better than Dyson was used to. Files were previously being emailed, putting strain on the network, and physical job bags were carried around between areas of the business. Now the artwork file just sits within the censhare database, and all users with access rights to sign off can easily find it there at any time.

The system also has a translation memory system, which can identify common strips of text that have been translated before, and can automatically apply the previous translations to that piece of text. Translators work directly on live documents in censhare. They can see the English file, for example, and type the required language straight into the document alongside. This is a far more efficient way of working than the previous process, which involved working from spreadsheets.

After the initial comprehensive scoping of the project, a first stage of implementation of the censhare system was its installation as a live trial in Dyson's production studio in Malmesbury. Here it was used in parallel ➤

to the existing DAM to prove the concept. Gradually, more and more functionality, such as automation of some processes and digital sign off, is being rolled out. It will be used extensively in the UK and Malaysian hubs, and potentially also in the US in the future. It will therefore tie together all of the activities behind the management of campaigns and the creation of all of Dyson's printed communications material.

For the marketing teams, the benefits are already apparent, and will become more so, says Edwards: "We had a management system before but censhare just gives us a much more accurate picture of whether schedules have changed, and if the brief has gone through correctly – a lot of information to help us improve our processes and make the department more efficient.

"It brings us clarity because it records everything. We will be able to see and understand how well our people are articulating the brand as we roll it out further. We have a huge collection of imagery and before, we had to download them for the individual markets and send them the images. Now they can just pick them up from within censhare.

"It brings other operational areas to light where it might be of benefit. In the central marketing team and creative services department it has been very positively received because it is bringing order and clarity to what can look like chaos with so much work going through."

Edwards adds that as Dyson becomes more familiar with the censhare system it will begin to utilise it as a more comprehensive campaign management tool , and importantly she says the system is easy to use for the marketers.

"Personally, I think it's very easy to navigate around, and it gives me visibility very quickly about what's happening and what I need to get out of the door for the team. It's

a great asset for me."

The investment in censhare has been a large one for Dyson, and gaining a return on that investment was a key part of the business case for buying the system. Bidwell says that the ROI will become clearer, but the shorter lead times, more efficient processes, reductions in translation and courier costs, and the absolute requirement of managing so much data in a better way, all made the decision an obvious one.

While censhare is used for internal marketing resource management and digital asset management needs, the plan is that it will also provide external access to the press, for example, to source assets from an approved image bank. There are currently more than 250 registered users, but a censhare implementation this large can cope with several thousand users.

The biggest challenge in any DAM project however is a human one. Every department that would be

affected was involved at an early stage to ensure that Censhare was right for the entire organisation. How have users responded to working with a new system?

"It has gone better than I expected," Bidwell reports. "I think it's easy to under-estimate how much time you need to allocate to train. We have found that. We ran dedicated classes two months before we rolled it out. We had hoped to have translation and project scheduling up and running earlier, but it became clear that users were having to adapt to new processes and a new system, so it's taking time. You expect some negativity, but people had no visibility before censhare, so it's opening up a lot of doors. The people that were using the old system are now working in censhare quite happily."

"I'm very pleased," says Edwards. "We have definitely made the right decision, and there have been lots more positives than negatives."

Further enhancements are to be made to Dyson's implementation: more scheduling for campaign and resource management; more sophisticated translation modules; and the ability to change a graphic in sub-variants of a master file simply by changing the master itself.

In theory, Edwards continues, the use of censhare will give the marketing department the ability to produce more work with the same human resources. This, however, has not been the driver for change so far. "Do we want to create more or create the same amount done better? My brief at the moment is the same amount done better. The system allows me to look at the resources we need to use to complete projects. It's in its infancy really, and this time next year we will be feeling more comfortable in terms of having much more visibility of what's going through because we have this information behind us." ⊕

About censhare

censhare is a leading provider of knowledge and expertise to the global publishing industry, specializing in the development of the innovative censhare Publishing System, an end to end solution for managing and producing content across all media channels.

The company encourages businesses to work more efficiently with integrated ways of working. censhare offers the most up-to-date technological advancements along with specialist experience at both a strategic level and at project delivery level.

Clients include many major international companies including Dyson, BMW, General Motors, Siemens, SwissRE, McCann Erickson, Condé Nast and The National Magazine Company.

censhare has offices in London, Zurich, Verona with headquarters in Munich and clients based in Europe, USA and South America.
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