LAMY

How LAMY writes digitalisation

tessa

LAMY

Around the world the LAMY brand stands for high-quality designer writing instruments with a timelessly modern aesthetic and perfect functionality. In 1966, the LAMY 2000 model established the clear, unmistakable design language that still characterises the style of all the brand's products today - the Lamy design. Each year, Special Editions continue to set trends and inspire handwriting fans around the world with innovative colours and finishes. As an independent family company, since its foundation in 1930 Lamy has been firmly committed to Heidelberg as its only production centre, guaranteeing consistently premium quality „Made in Germany".

- 380 employees worldwide

- Production of over 8 million writing instruments per year

- Represented in over 80 countries

- 200 LAMY mono-brand stores worldwide

MISSION

CREATING PERFECT SYSTEM LINKS

4000+ Assets
450+ User
3+ Channels

INITIAL SITUATION

As part of LAMY's digitalisation offensive, the existing isolated solution for media management had to be replaced. The introduced product information system Akeneo had to be replaced complemented by an equally powerful digital asset management system in order to be able to centrally manage the media product information as well. In order to be able to establish lean, efficient and collaborative processes, the employees demanded a networked solution.

CHALLENGE

One of the biggest challenges in the project was the comprehensive categorisation of available media into the digital asset management system during import. A complex ruleset with over 50 rules was defined in close cooperation with LAMY in order to fully automate processes in the future.

Further challenges were to define different user groups and to create a very good performance for over 16 key countries with over 450 users. In addition, a realisation period of only 8 weeks was scheduled.

SOLUTION

- TESSA DAM combined with Akeneo PIM
- User interface based on corporate design
- Automation of recurring processes

RESULT

- Synchronous product and media data
- In use worldwide

HIGHLIGHTS

FUNCTIONS THAT INSPIRE EVERY DAY

DON'T LOOK FOR IT, FIND IT

You finally find what you're looking for. With an interactive category system, referential product data or automatically identified metadata, you have the tools you need. Bookmark your search queries and share them with your colleagues.

ALL FORMATS, EVERY SIZE

Now just store only the initial data and let the system convert it for you automatically. For example, use a Photoshop template to create. the JPEG for your presentation, the PNG for the online shop, and the TIFF for the print catalogue. Modern multi-channel marketing!

VERSION MANAGEMENT

TESSA helps you track every file revision. With the rollback option, you can also access previous versions and recover them. This prevents errors and maintains transparency for everyone involved in the project.

WEB PORTALS

Do you want to open your market portal with just a few clicks? Distribute your assets via web portals so you can offer the ability to download selected files within the blink of an eye. You can also create upload links for photographers so files don't have to be temporarily stored on non-secure cloud-based services.

WORKFLOW-MANAGEMENT

Start the workflow without a file!
Set up placeholder assets, link and place them into campaigns, and have the system notify you when the status changes. Then you can task colleagues or service providers with creating the files and those placeholders will be automatically updated within your campaign.

POWERPOINT AND EXCEL

With TESSA you can automatically export your media and product data to PowerPoint or Excel. This way you can easily create multi-page presentations in a CI-compliant layout or Excel lists with product data and images. Here you can define yourself which columns are output in the list or how many pages the presentation should have.

CUSTOMIZING

USER INTERFACE BASED ON THE CORPORATE DESIGN

TESSA's user interface was adapted to the customer's individual requirements. The complete design language of the Lamy company, such as common colours, fonts and the wording was adapted for the Digital Asset Management System.

For the key users, this measure greatly enhanced the user experience from the outset and they were able to start working immediately within their familiar environment.
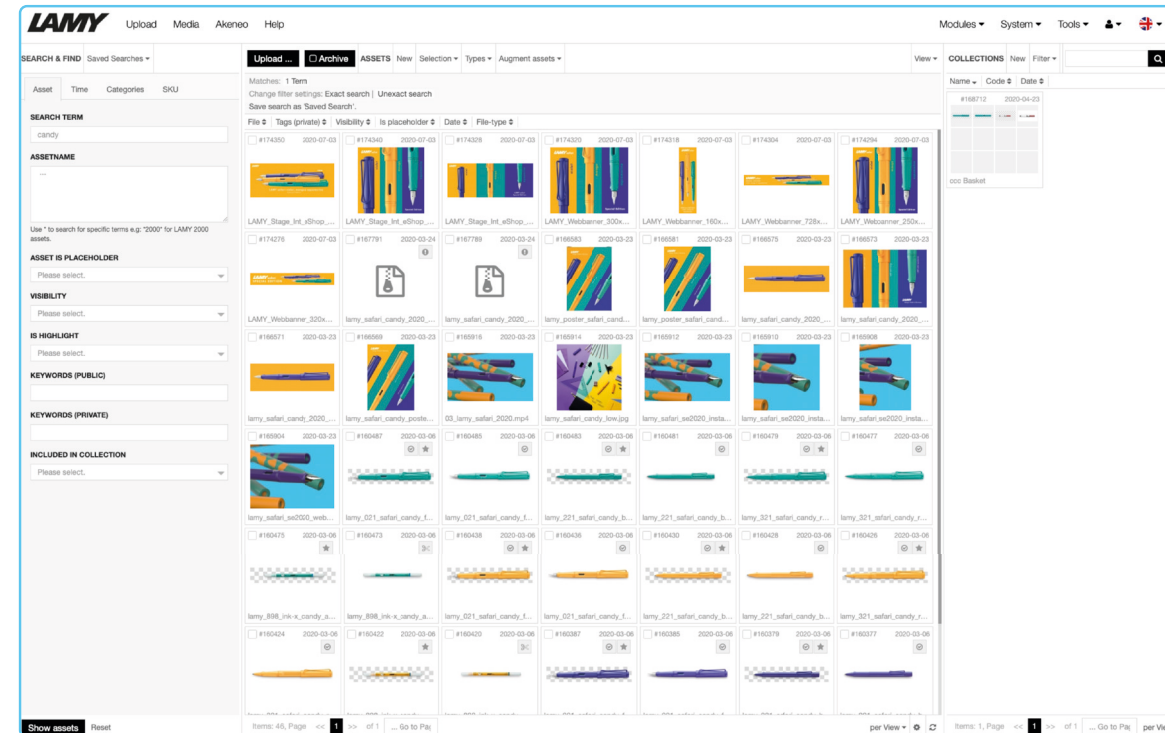
INTEGRATION

PIM AND DAM SYSTEM BECOME ONE UNIT

For LAMY it was very important to have a perfect connection between Akeneo PIM and Tessa DAM to create a very good basis for a multichannel marketing strategy. Here, the mature TESSA Akeneo connector was able to make the decision easier for the company. The connector has been equipped with a special feature to enable users to upload faster directly from Akeneo.
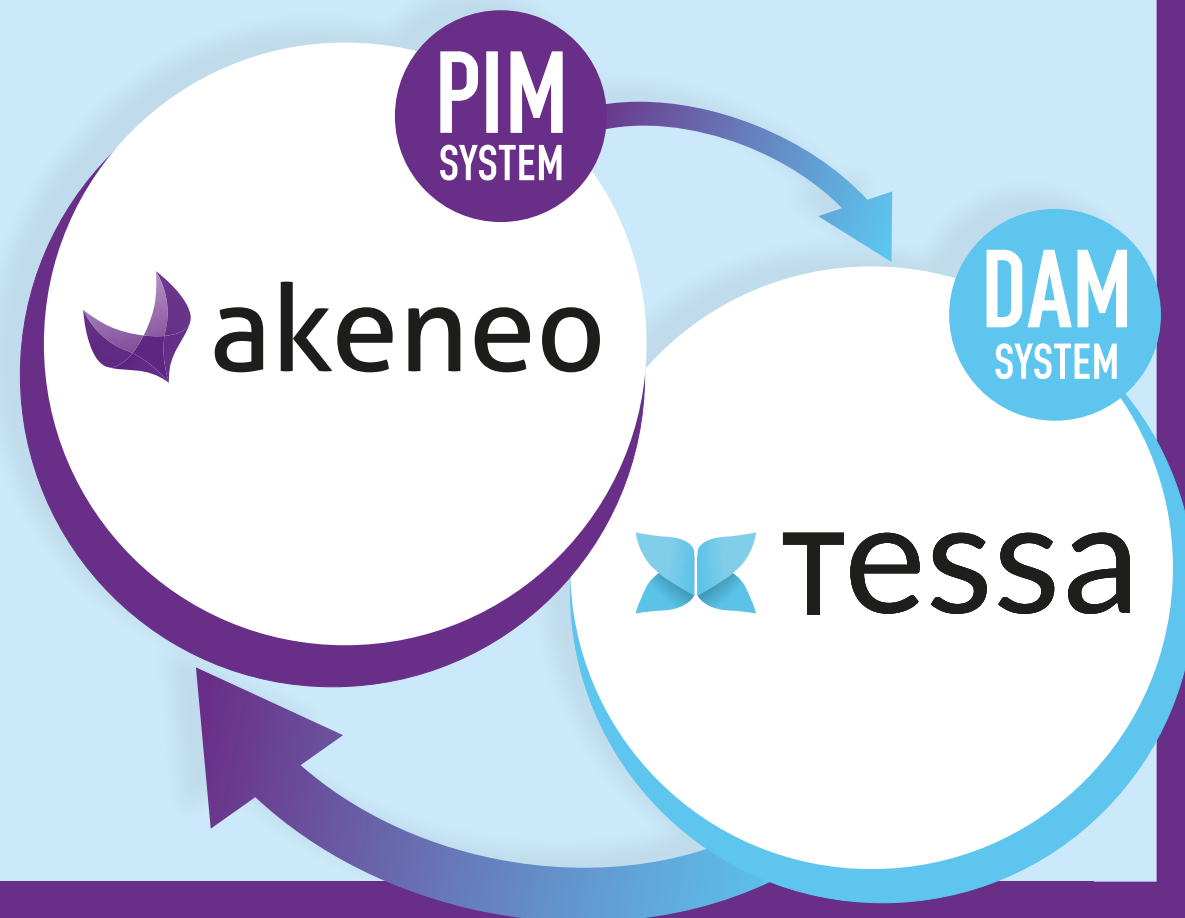
FEEDBACK

TESSA IS IN USE WORLDWIDE

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TESSA is an important tool for us worldwide. In combination with the connector TESSA creates the perfect connection to our PIM system, Akeneo.

This has enabled us to digitalise our processes worldwide even more and to achieve a significant improvement of the Time to Market.

Myriam Bohr
Digital Marketing Manager
LAMY

LET'S TALK

E-MAIL
hello@tessa-dam.de

PHONE
+49 9381 71778-0

BASE
Germany - Volkach

www.tessa-dam.com

✕ tessa