
CASE
STUDY

An overhead view of three people working at a desk. A woman in a light blue shirt is on the left, a man in a blue plaid shirt is on the right, and a woman with curly hair is at the bottom. They are surrounded by laptops, a tablet, a smartphone, and a desk lamp. The text is overlaid on the right side of the image.

**SIMPLIFYING DIGITAL
ASSET DELIVERY WITH
A UNIFIED GLOBAL
REPOSITORY FOR METRO**

<epam>



CASE STUDY:

SIMPLIFYING DIGITAL ASSET DELIVERY WITH A UNIFIED GLOBAL REPOSITORY FOR METRO

Metro is a German global diversified retail and wholesale group based in Düsseldorf with stores spanning Europe, Asia, and Africa. As of 2010, Metro ranked as the fourth-largest retailer in the world based on revenue. Focused on growing its online sales, the company recently partnered with Alibaba to enhance Metro's eCommerce offerings in China.

THE BACKGROUND: DIFFERENTIATION VIA INNOVATION CREATES COMPETITIVE ADVANTAGE

Facing challenges brought on by an inefficient, point-to-point digital asset management (DAM) system, Metro collaborated with EPAM to create a solution that would offer more flexibility and efficiency for content managers across the 26 countries in which Metro operates. Given EPAM's existing technology partnership with Metro and our proven ADAM expertise, working with EPAM was an easy choice for the client.

THE SOLUTION: A MULTI-REGIONAL YET CENTRALIZED DAM REPOSITORY

EPAM worked with Metro to develop centralized asset storage, management, and distribution to automatically serve correctly formatted, localized digital assets across multiple regions. The ADAM solution:

- Stores 70K+ assets and is used in 10+ locations worldwide with a planned roll out to all 26 countries by the end of 2017
- Stockpiles content from 10+ departments/ business units within Metro
- Enables regional content managers to automatically sync assets featuring the appropriate language, packaging, and other specifications
- Provides additional extensions for administrators and content managers
- Integrates with content distribution systems in each customer region using unified interfaces
- Supports advanced condition-based watermarking and rights management
- Is based on ADAM 5.5, integrated with Adobe Omniture analytics platform, and hosted in AWS cloud

QUESTIONS?

CONTACT US AT
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For more information,
PLEASE VISIT [EPAM.COM](https://www.epam.com)



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THE RESULT: INCREASED COLLABORATION & DAM EFFICIENCY ACROSS ALL METRO LOCATIONS

EPAM's ADAM DAM solution for Metro has resulted in increased operational efficiency and enhanced collaboration across the client's entire global content management infrastructure. Now, instead of relying on localized digital agencies and segmented regional business units to manage assets independently, Metro benefits from a simplified ADAM-based master system where uploading an asset one time is all it takes to serve assets globally.

LEARN MORE ABOUT EPAM'S DAM SOLUTIONS

Managing your digital assets across all channels and geographies is a big challenge, but EPAM can help make it seamless, efficient, and easy. To learn more about our expertise in ADAM and other DAM solutions, contact us today!