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**CASE  
STUDY**

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**CENTRALIZING PARTNER  
RESOURCES FOR THE LARGEST  
LEISURE, TRAVEL, & TOURISM  
COMPANY IN THE WORLD**



## CASE STUDY:

# CENTRALIZING PARTNER RESOURCES FOR THE LARGEST LEISURE, TRAVEL, & TOURISM COMPANY IN THE WORLD

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TUI Group is a multinational travel and tourism company headquartered in Hanover, Germany. It is the largest leisure, travel, and tourism company in the world, with ownership of over 1,800 travel agencies, 300 hotels, six airlines, 13 cruise liners, and countless retail stores across the globe. It serves over 30 million customers annually with unmatched holiday experiences in 180 regions.

## THE BACKGROUND

TUI operates using a massive database of its many thousands of partners, large and small – everything from hotels to bed and breakfasts, global travel agencies to local retail shops – to deliver customers with the content they need to plan their holiday. In order to advertise with TUI, these partners must submit multimedia digital assets (such as photos and promotional videos) which enables better sales.

## THE CHALLENGE: A DECENTRALIZED ASSET DATABASE

With so many disparate partners scattered across the globe, TUI found that its decentralized asset database was becoming a roadblock for business. Most notably, it relied too heavily on manual content submission: In order to submit photos to TUI's database, partners had to go through several manual steps that were neither connected with upstream systems nor uniform with taxonomy and metadata requirements. This not only created inefficiencies in the process, but also led to a deterioration of content quality from country to country as there were no standards for digital assets or a way to reuse content from one country to the next. Due to asset duplication and disorganization, TUI's partners were unable to conveniently and effectively advertise their travel offerings.

## TECHNOLOGIES USED

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- ADAM/HYBRIS
- ASP.NET
- AMAZON WEB SERVICES

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### THE SOLUTION: A POWERFUL, EASY-TO-USE METADATA UPLOAD TOOL

The solution was to create a new upload tool using ADAM/Hybris that would allow TUI's thousands of partners to work correctly within the content workflows. The upload tool was designed to automate manual processes while making it much easier for travel partners to upload their content using the correct taxonomy and metadata.

#### Key features of the DAM Solution included:

- A centralized asset storage for the multiregional company
- A unified solution for asset management, gathering, and distribution
- Built-in approval, rights management, and licensing workflows for the uploaded assets
- Storage of different types of content, including images, photos, documents, videos, presentations, and more
- Custom login pages and upload user interface for the external, active directory, and anonymous users
- Integration with a set of inbound and outbound channels to implement advanced omni-channel asset distribution

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**QUESTIONS?**  
CONTACT US AT  
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 For more information,  
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### THE RESULT: CENTRALLY-LOCATED, AUTOMATED CONTENT

By focusing on two of TUI's key strategies – content centrality and automated data processes – EPAM and TUI were able to deploy a tool that has had a positive impact on TUI's business with partners. Since its adoption, the metadata upload tool:

- Currently stores 1,200,000 assets
- Is used in 10+ locations worldwide
- Imports 30,000+ assets per month
- Exports 1,000+ assets per month
- Has 566 users from different regions

Additionally, the upload tool provides additional custom UI for the upload procedure, system configuration and login; implements fully customized UI themes for standard studios; integrates with different asset consumer systems; and is hosted in Amazon Web Services.

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Thanks to the superb performance and extreme dedication of the team, the release [of this tool] has gone without a hitch

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- TUI