
EDEKA keeps track of its images with Extensis Portfolio Server

Company Profile:

As the leading food retail group in Germany, EDEKA distinguishes itself by operating modern and innovative supermarkets, which offer an appealing assortment of products at affordable prices. The high quality standards do not only apply to products, premium service is also a strategic element for the company.

EDEKA publishes the bi-weekly magazine "handelsrundschau", which keeps senior managers and independent contractors within the EDEKA group up to date on company and market news.

Industry: Retail

Project Goals:

- Create an image library accessible by both EDEKA Verlags GmbH and EDEKA corporate communication departments
- Faster/more efficient fulfillment of journalists image requests
- Optional scaling of the solution using Portfolio SQL Connect and Portfolio NetPublish

Solution Implemented:

- Portfolio Server and 10 Clients
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Overview

The EDEKA Group is the leading food retail company in Germany. Together with twenty other merchants, Fritz Borrmann created the first regional „Einkaufsgenossenschaft der Kolonialwarenhändler – E.d.K“ (grocery retail cooperative) in 1898. In November 1907, the „Zentraleinkaufsgenossenschaft des Verbandes deutscher kaufmännischer Genossenschaften eGmbH started a centralized purchasing organisation for merchants. In 1908 the first issue of „Deutsche Handelsrundschau“ was published, the magazine later became an important publication for EDEKA resellers.

Both EDEKA Verlags GmbH and EDEKA corporate communications departments continually produce images – for internal and external communications, public relations and the web. In the past, these images were archived on to CD's and other storage devices. The aim was to merge the two department's assets and create one single image library, which could be accessed by both departments. It was important that the image library allowed authorised employees to log in to the centralised library directly from their desks and find images quickly and easily using key words.

Challenge

- Produce a shared image library for internal and external communications
- Enable employees to access images quickly and easily
- Tag images with unique metadata, including keywords, to track image usage
- Provide flexibility/scalability for future enhancements

Solution

Following research for the most suitable solution, EDEKA shortlisted three products – ultimately Extensis Portfolio was the chosen solution. According to Dr. Hans Joachim Meurer, Managing Editor of EDEKA Publishing, EDEKA chose Portfolio because: (1) It is easy to use; (2) The user interface, catalog views and fields can be tailored to the needs of employees; and (3) The scalability of the solution with Portfolio SQL Connect and Portfolio NetPublish Server provides the flexibility required to meet future needs.

Portfolio's PDF and PowerPoint support as well as value for the price point were seen as additional benefits.

During the project EDEKA worked closely with an external consultant to develop an image library that would meet the company's specific needs. Dr. Meurer comments, "It was possible to integrate Portfolio into existing processes, therefore we were not forced to change our workflows. It took us a little work to set up the library. However, we now have an image library tailored to our needs."

Results

Portfolio is primarily used in the production of the bi-weekly magazine „handelsrundschau“, which is produced for senior managers and independent contractors within the EDEKA group. In addition, Portfolio enables the corporate communications department to provide journalists with appropriate images quickly and efficiently.

"We now use our image collection to its full potential – even when under pressure, the use of our images is more targeted," explains Dr. Meurer. "Employees can now immediately recognize which images have previously been used and for which purpose. We no longer purchase images from agencies until we have checked our library for applicable or topical images."

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