

## Professional digital asset management for upper medium-sized businesses Paving the way for specialist Godelmann banks on CELUM

Linz, 30 March 2017– **Godelmann** goes with CELUM. The concrete brick and stone specialist from Bavaria uses the digital asset management (DAM) solution provided by the Linzer software manufacturer to manage, share and present via their website, tens of thousands of digital files ranging from product images to videos, product brochures and technical documentation. All the assets are managed by the marketing team itself using the CELUM software. Maintaining the online presence of the family-owned enterprise has been greatly simplified through the use of the new DAM solution.

The key goals for the introduction of the DAM solution were the simplified keywording of assets as well as flat hierarchies. This in turn ensured optimal practical use in daily business: It means that the asset data to be maintained, could be reduced to the relevant data necessary. All the important information can now be entered via drop-down menus. In addition, the already predefined asset data from the ERP system need only be added to as required. By using the CELUM solution, numerous steps are now saved. For example, items for a customer order are automatically assigned when entered into CELUM.

"With over 300 employees we serve customers and partners throughout Germany, Austria, Switzerland and the Czech Republic. An enormous amount of images and product data sheets are in used for showcasing the diversity, innovation and quality of our products both online and in our catalog. We wanted to manage this as efficiently and reliably as possible and reduce the overall workload for our sales team. This meant optimizing processes, including those between the sales and marketing teams", says Managing Director Bernhard Godelmann.

"Godelmann shows that professional digital asset management is not just limited to corporations and large companies. It is especially the medium-sized companies which are recognizing more and more just how valuable their produced content is - regardless of whether just a product photo or full image brochure. This sense of value should be protected and software solutions such as ours help, "says Michael J. Kräffner, founder and CEO of CELUM.

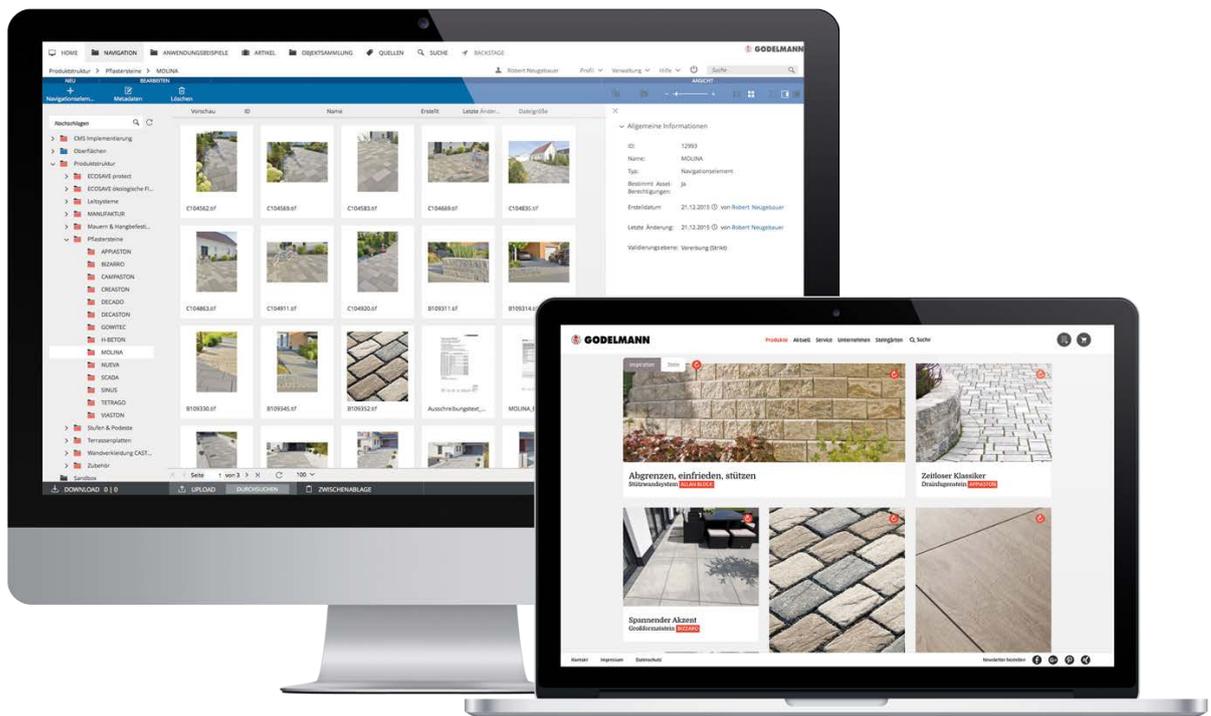
### SEO: Good digital asset management improves search engine optimization.

As a further development Godelmann plans to expand the CELUM solution. Additional highly available CELUM media portals are to be added to the current system. Through this portal solution and a new semantic search function, end customers and partners searching on the site will see and experience a more attractive and simplified search tool. The second goal is to optimize search engine optimization in order to further improve the discoverability of Godelmann content by Google & Co. In achieving this, additional information about the assets is published via CELUM.

The project started with a comprehensive structure and process conception accompanied all the way through by industry specialist **Matthias Wankel**. The implementation of the on-premise solution was carried out directly by the CELUM team in Linz. Godelmann decided in January 2017 to bring in **ARITHNEA** given the task of the ongoing operation and further development of the CELUM solution. The digital business specialist and long-time partner for CELUM, assumes the role of specialist consulting and further implementation.

## CELUM webinar hosted by Godelmann

If you wish to learn more about CELUM DAM with Godelmann, please register for the webinar on 27 April 2017 presented by Godelmann Marketing Manager Robert Neugebauer, [here](#).



Picture: Paving specialist Godelmann banks on CELUM  
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Further information:  
[www.celum.com](http://www.celum.com)  
[www.godelmann.de](http://www.godelmann.de)

### About CELUM:

CELUM is a leading international developer of technology software for digital asset management and marketing content management. More than 700,000 users throughout 800 companies from 35 countries already rely on CELUM. Among them, leading brands such as 3M, CLAAS, Dior, Do & Co, Hochtief, MAN, Shiseido, Silhouette, T-Mobile, Toshiba, Toyota, voestalpine.

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