

Success story



# Philips

Philips is a globally recognized brand that serves the healthcare, lighting, and consumer lifestyle markets. With approximately 122,000 employees, Philips is active in the sales and service outlets of more than 100 countries.





## Challenge

Driven by the digitalization of business and marketing touch points, Philips looked to update its approach to managing a vast amount of content. Therefore, Philips initiated the digital transformation program, Digital@Scale, to address its changing content needs. The challenges that needed to be addressed included:

- **Collaboration:** Philips worked with hundreds of internal and external users. To exchange files, various applications were used, creating a siloed environment with limited visibility into assets.
- **Findability:** Because digital assets were distributed across multiple media portals, it was difficult and time-consuming to find and retrieve assets. This lack of “findability” led to duplicate content creation, resulting in resource waste and added costs.
- **Security:** With multiple systems in use and complex user management, security became a concern.
- **Centralization:** With various systems in place, assets could not easily be accessed locally, customized, or shared.



## Solution

To implement its digital transformation program, Philips activated Aprimo's digital asset management (DAM) solution. This proven market solution was developed based on inputs received from global customers and partners.

The resulting Philips Asset Library gives Philips the capability to:

- Have a “single point of truth” for all assets
- Support local media portals
- Manage central and local content
- Improve the management of intellectual property rights
- Easily upload and download batches of assets
- Integrate with third-party systems, such as WebCMS
- Automatically enrich assets with metadata from other systems
- Manage workflows
- Easily search, share, and archive assets
- Improve the process for managing content



## Results

By activating Aprimo's DAM solution, Philips achieved its digital transformation to adapt to ever-changing customer touch points and personally engage with its customer base.



### Reduced time to market

- Rich media content can be accessed via a centralized library
- Content can be easily shared with partners and retailers, tracked, and re-purposed



### Improved marketing productivity

- The right assets are delivered to the right audiences at the right time
- Brand consistency and compliance are enforced
- Marketing materials can be easily localized, published, and managed in multiple languages



### Ease of use

- Assets can be easily, intuitively, and quickly found
- Single sign-on allows users to log in once and stay connected
- The WYSIWYG interface allows for the in-context creation of content



### Security

- Role-based permissions control individual, user, and group-level access
- Improved management of intellectual property rights



### Cost reduction

- The resource waste involved in asset duplication is eliminated
- IT costs are reduced by using Aprimo's cloud-based solution

Philips now uses a single, centralized solution for all its digital assets. Content can be accessed locally, customized, and easily shared. This makes digital assets easily available for users; eliminates resource waste and content duplication, which reduces costs; and ensures that customers receive the right messages at the right time.

More than 15,000 registered users can access Aprimo DAM, which contains more than 300,000 digital assets and has a growth rate of 5,000 new assets per month.





## About Aprimo

Aprimo is a leader in global marketing operations and digital asset management technology. Aprimo's performance driven marketing operations and digital asset management software give marketers the advantage to govern and grow their brand.

Aprimo delivers the advantage with its innovative Marketing Operations Hub. We allow marketers to manage budgets, people, data and content throughout the ideation, workflow and campaign delivery of the brand experience while maximizing provable ROI.

[aprimo.com](http://aprimo.com)



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