



MENNEKES



When energy meets innovation: MENNEKES

Since it was founded in 1935, MENNEKES has stood for genuine inventive spirit and future-proof industrial plugs and sockets, and in 2008 it took the step into the eMobility business sector. To date, the product range of the family-owned company includes more than 15,000 different plugs and sockets and eMobility solutions, both for series applications and for individual user cases. Thanks to the manpower of more than 1,200 employees, MENNEKES is one of the world's leading manufacturers of three-phase CEE plugs and is far from having reached the end of its remarkable history.

With power and ingenuity into the future

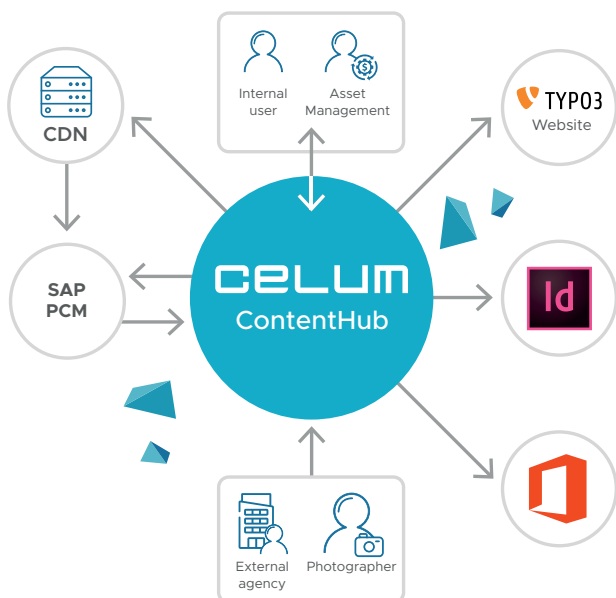
MENNEKES' ambitions go beyond existing on the market. Together with its dedicated employees, the company wants to actively contribute to new and future-proof energy solutions and significantly drive the development of new eMobility standards. MENNEKES plug solutions are already the standard for all electric cars throughout Europe. The owner-managed company is characterised by an innovative character, above all thanks to its short decision-making paths and the inner value unity of its employees. Now the next big step is to follow. From an industrial supplier of multiple award-winning plug-in devices, the company wants to become a solution provider and be a competent contact for its customers in questions of optimising processes and infrastructure. But the digital transfor-

mation does not only include new products and services. Internal processes are also to be digitalised. The transformation process has already begun thanks to the foresight of those responsible at MENNEKES, but it is set to gain greater momentum through the central organisation and provision of digital assets. Together with MENNEKES, the consultants of communicode developed a roadmap in order to successfully implement a sensibly structured Digital Asset Management (DAM) project and thus initiate the course adjustment.

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The initial situation: digital assets everywhere you look

In order to fulfil its new role as a solution provider for charging infrastructures in the eMobility sector, MENNEKES has already developed its own billing system – an all-in-one solution for billing all charges of one or more electric vehicles. There are several transformation projects at MENNEKES to further digitalise the business areas. Digital asset management has a high priority here because those responsible have become aware of the historically grown amount of marketing and product information. The different company divisions also use different storage structures for their assets. Starting from several file servers, the approximately 4,000 product graphics in 2D and 3D versions as well as at least 15,000 other files are delivered via SFTP server, e-mail or external storage devices as needed. For the timely and up-to-date playout of information and marketing content across the various channels, the timeliness of the assets themselves is crucial. In this context, compliance with the corporate identity (CI) should also be fulfilled. This is exactly where MENNEKES and communicate come in together and establish a central DAM system in order to provide media more quickly, in best quality and in all required formats. In this way, the cross-company release processes and workflows will be controlled more efficiently and thus lead to an optimised utilisation of existing resources. Intelligent digital asset management supports all company divisions in satisfying customers and partners alike and in ensuring a CI-compliant external presentation.

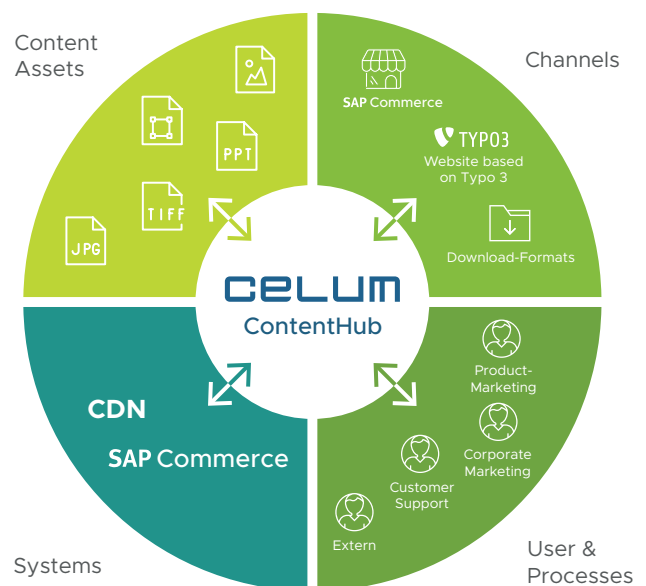


Solution Design for MENNEKES

In a joint workshop, communicate AG and MENNEKES identified the following milestones for the digital reorientation:

- Development and implementation of a future-proof DAM system
- Installation of InDesign Link
- Establishment of a metadata model
- Establishment of a user/authorization concept
- Setting up the various download formats
- Linking the business units to the new asset management system
- Integration of an interface to SAP Commerce

In order to achieve the company goals at MENNEKES efficiently and promptly, communicate has identified the elementary processes and incorporated them into the DAM concept.



Main topics of the DAM

The DAM system to be used must meet requirements for data management, different user concepts, data conversion and scalability for expanding enterprise-level workflows. Especially important are the connections to creative programmes such as InDesign and the linking with relevant metadata. The required system should also have the ability to control release processes and file import as required. For communicate, this is a requirement profile for which CELUM as a DAM system is ideally suited.

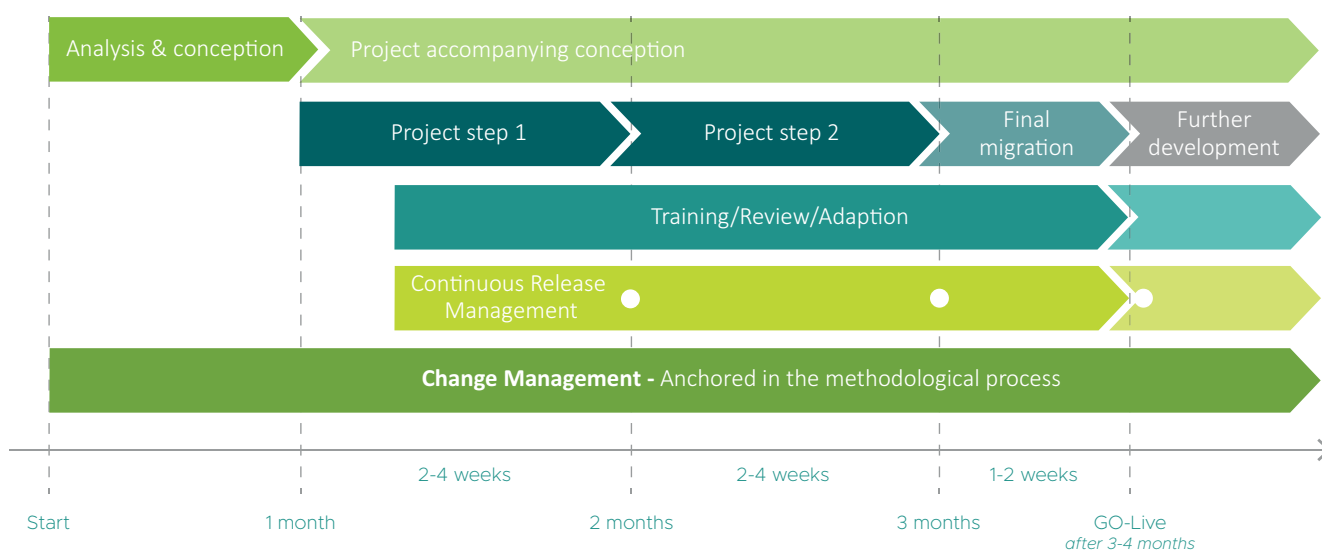
The direct way to success: Agilely achieved milestones

After analysing the enterprise requirements, communicode recommended CELUM as a suitable DAM system for management. Due to the iteration-based working method of communicode all adjustments can be carried out in the background during the ongoing operation at MENNEKES. Following the basic installation of CELUM, communicode implemented all important additional functions. These primarily included the connection to the Adobe Creative Suite and the SAP shop of MENNEKES as well as the link to a Content Delivery Network (CDN). This means that the assets can be made available in all desired formats across all channels. Thanks to MENNEKES' transparent communication of the desired workflows and content processes, the project milestones were quickly defined.

The exchange with the decision-makers at MENNEKES proved to be a challenge due to its purely virtual nature, but this was quickly overcome thanks to mutual transparency and a well-structured ticket system. Pain points were thus quickly identified and controlling became even more efficient.

Working with the assets

With the CELUM installation and the establishment of all important standards and connections, the media and files as well as their metadata can now be maintained in all relevant places. In addition, the system gets a link to Typo3 Connect to also connect the company website itself to the new asset network and ensure the orderly exchange of data. The next phase of the project will be to integrate SAP PCM into the overall project so that the e-commerce sector at MENNEKES also benefits directly from the current assets.



Roadmap

About CELUM

CELUM is a high-performance and integrative system which perfectly fits into communicode's range of solutions. It fulfils the current enterprise requirements of companies regarding performance, usability, function, support and further development. With CELUM, digital asset management becomes a simple and above all efficient component of the corporate process structure.

All digital assets, from product graphics to pure information sheets, are orchestrated and delivered via CELUM, which primarily streamlines asset management itself and saves costs through shorter delivery paths and the avoidance of outdated duplicates.

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building digital bridges