

Sennheiser becomes newest Digizuite manufacturing customer

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Digizuite, the global provider of enterprise Digital Asset Management (DAM) SaaS software, today announces an exciting customer agreement with Sennheiser, one of the world's leading manufacturers of headphones, speakers, microphones, and wireless transmission systems.

For more than 75 years, Sennheiser has specialized in the design and production of a wide range of high-fidelity products including microphones, headphones, telephone accessories, and aviation headsets for personal, professional, and business applications.

Active in more than 50 countries and with 21 of its own sales subsidiaries and partners, Sennheiser aims to shape the future of audio by creating unique sound experiences for every one of its customers.

Bringing the Digizuite DAM into the Sennheiser digital ecosystem was part of a larger digital transformation initiative.

"We want to harness the advantages of a modern and up-to-date tech stack so that we can not only improve the online customer experience, but also enable our subsidiaries and partners with the right content at their fingertips," Bastian Weiss, Digital Manager at Sennheiser said.

What initially drove Sennheiser toward Digizuite was the platform's ability to synchronize with the Optimizely content management system (CMS).

"One of the main reasons for choosing the Digizuite DAM platform was its seamless and native integration with our CMS platform Optimizely," Bastian Weiss, Digital Manager at Sennheiser said. *"This is important for us as we aim to create automated and smooth content management processes with one source of truth and thereby eliminate inefficient and manual processes."*

Digizuite and Optimizely often work together in the optimization of shared customers' digital ecosystems, and both teams are more than ready to collaborate with Sennheiser.

"We are looking forward to supporting Sennheiser in their efforts to create, deliver, and optimize customer experiences enhancing the full potential of the Optimizely Digital Experience Platform together with the Digizuite Digital Asset Management platform," Hampus Persson, Optimizely's VP of Sales, said.

Digizuite leadership echoes Optimizely's sentiments in bringing Sennheiser on board as a customer, who is in good company with Digizuite's impressive community of manufacturing clients.

"I am very happy to welcome a leading manufacturer brand like Sennheiser," Kim Wolters, CEO Digizuite said. *"We are seeing many manufacturers like Sennheiser benefiting from having a future proof DAM that has native-like integrations to the CMS but also the potential to integrate with other customer-facing channels and thereby building the foundation to improve the customer experience."*

Disclosure regulation

This announcement is a translation of the original Danish version.
In case of discrepancies, the Danish version prevails.

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About Digizuite A/S

Digizuite is a SaaS company in [Digital Asset Management software \(DAM\)](#) that streamlines all digital content in one central platform. Through automated workflows and agile integrations, Digizuite removes manual workflows and streamlines the entire content value chain. Customers choose Digizuite to have control over who, where, and how corporate materials are used. It ensures brand control, risk reduction and helps to increase efficiency and revenue.

Digizuite is a global company that has realized 600% growth in ARR between 2017 and 2020. Today, the company has more than 70 employees between its headquarters in Denmark and its subsidiaries in the United States, United Kingdom,

Belgium, and Ukraine.

Attachments

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