

Sæther selects Digizuite's Digital Asset Management platform to streamline content operations

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ODENSE, DENMARK – Digizuite, the global provider of enterprise Digital Asset Management (DAM) SaaS software, welcomes Sæther, a leading distributor of close to 100 well-known, international fragrance, makeup, hair, and skincare brands in the Nordics.

With thousands of digital product images, Sæther was looking for ways to automate the whole content supply chain from content creation to management and distribution.

Sæther is undergoing a digital transformation and were on the lookout for clever ways to streamline its content operations and expand the delivery of digital experiences.

"At Sæther we have made digitalization a key priority and have dedicated significant effort towards selecting and integrating digital tools that enhance our business and benefit our customers. We believe that by partnering with Digizuite for our digital asset management needs, we have discovered a solution that will propel us to greater heights," said Morten Bo Christensen, Nordic Digital Director, Sæther.

Digizuite is excited to welcome Sæther to the Digizuite family.

"I've had a great time getting to know Sæther. They are anticipating the future and making tech choices that will drive their business to grow and succeed. By optimizing their operations to improve the speed up time to market, they're setting themselves up for continued success. I feel really privileged to have Sæther onboard and can't wait to be a part of their digital journey," said Kim Wolters, CEO, Digizuite.

About Digizuite

Digizuite helps B2B companies deliver consistent, relevant, and personalized digital experiences across all channels. Founded in 2000, clients use Digizuite to reduce costs, increase lifetime customer value and create meaningful experiences with their customers.

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Attachments

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