

Leading Nordic supplier Lekolar selects Digizuite to boost digital asset management efficiency and GDPR compliance

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ODENSE, DENMARK – Digizuite, the global provider of enterprise Digital Asset Management (DAM) SaaS software, welcomes Lekolar, the Nordic region's leading supplier of products for schools and daycare institutions. Lekolar has selected Digizuite to manage its digital assets more efficiently.

Lekolar offers a wide range of products for schools and daycare institutions, including furniture, decor, outdoor spaces, playground equipment, STEAM and programming, sports equipment, and toys.

The partnership between Lekolar and Digizuite will allow Lekolar to streamline its digital asset management, providing better customer experiences while maintaining compliance with GDPR regulations.

"As a leading supplier of products for schools and daycare institutions, we have an extensive customer base and offer more than 20,000 products. It was important for us to find a scalable Digital Asset Management (DAM) platform that could integrate seamlessly with our existing technology stack, including InRiver, Canva, and the Adobe suite. We outgrew our previous DAM and needed a solution that could provide better automation and workflow capabilities, as well as ensure GDPR compliance and proper management of consent forms and expiration dates for digital assets," said Tony Göransson, Head of Nordic Marketing and E-Commerce at Lekolar.

The setup at Lekolar is very similar to what Digizuite is seeing in the market right now.

"As more and more companies look to deliver exceptional customer experiences, we are witnessing a growing trend of them replacing their initial Digital Asset Management (DAM) systems with more scalable and flexible solutions that seamlessly integrate with Product Information Management (PIM), Content Management Systems (CMS), and DAM - all three being essential components for success," said Kim Wolters, CEO of Digizuite.

"I am delighted to welcome Lekolar to Digizuite and look forward to supporting them on their digital journey," said Kim.

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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