

Digizuite was chosen by Carl Ras for a Digital Asset Management solution

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ODENSE, DENMARK - Digizuite, a leading provider of digital asset management (DAM) software, has announced a new client win, Carl Ras A/S, a prominent distributor of tools and machinery in the Nordics. Carl Ras A/S has selected Digizuite DAM to automate its content operations and streamline its asset management process.

The implementation of Digizuite DAM is a vital part of Carl Ras's digital strategy, which aims to create an efficient digital infrastructure to support a strong e-commerce strategy. Carl Ras A/S collaborated with the digital consultancy firm, IMPACT, to evaluate their digital ecosystem and identify areas of improvement.

IMPACT quickly recognized that Carl Ras needed a DAM system to improve their digital operations and worked with them to create a list of requirements for the DAM. Following a formal Request for Proposal (RFP) process, Digizuite emerged as the best vendor to meet the requirements and won the contract. The Digizuite DAM will be integrated with their Optimizely eCommerce platform and a PIM from inriver.

"Managing over 50,000 assets from more than 600 suppliers in our PIM system is inefficient and not scalable. We faced several challenges with this setup, including manual tasks that consumed a lot of time and resources, and inconsistent processes for obtaining and editing assets. Additionally, we had difficulty searching for assets due to poor metadata management and a lack of a single source of truth for our digital assets," said Steen Demskov, CMO, Carl Ras A/S.

"We are excited to have partnered with Digizuite to address our content and asset management challenges. With Digizuite DAM, we will be able to streamline our asset management process, save valuable time and resources, and most importantly, improve the customer experience," said Steen Demskov, CMO, Carl Ras A/S.

"We are delighted to have been chosen by Carl Ras A/S as their digital asset management provider. At Digizuite, we are committed to helping our clients achieve their digital goals by providing them with state-of-the-art digital asset management solutions. We look forward to working with them to optimize their digital asset management processes and create a superior customer experience," said Kim Wolters, CEO of 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.

About IMPACT

IMPACT comprises over 400 commerce experts who specialize in blending strategic expertise with in-depth technological insights. Their primary goal is to assist brands in achieving their digital objectives and enhancing their customers' commerce experiences.

[Read more about IMPACT here](#)

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Attachments

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