A Story on Casino Client Integration with AEM Assets Essentials

Revolutionizing Digital Asset Management for Enhanced Collaboration and Security.

Enhanced collaboration across 8 teams and vendors

Eliminated the need for manual status checks on assets

Accelerated time to market

Client

The client is a renowned organization recognized for its significant contributions to the entertainment and hospitality industry. With a rich history of providing exceptional services, it operates a premier gaming and leisure destination that offers a wide array of activities, including casino gaming, dining, and live entertainment. Known for its commitment to community and sustainability, it employs advanced technological solutions to enhance visitor experiences and operational efficiencies.

Challenges

Our client encountered significant challenges in facilitating efficient file collaboration among designers, marketers, and end-users, primarily due to an outdated file structure that hindered seamless access and sharing of critical information. Furthermore, the security and reliability of their marketing content were compromised, as assets stored locally were vulnerable to data breaches and loss, undermining the integrity and accessibility of valuable marketing materials.

Solution

To address the aforementioned challenges, a multifaceted solution strategy was implemented. The deployment of AEM Assets Essentials marked the beginning of our client's journey towards a sophisticated Digital Asset Management (DAM) system.

This was complemented by extensive user training and enablement, equipping users with self-service capabilities within the DAM. This initiative introduced a reimagined file system that boasted robust searching and collaboration functionality, significantly enhancing operational efficiency. Furthermore, a robust taxonomy and tagging structure were implemented, streamlining the creation and distribution process across different teams and tools by facilitating effective search queries.

The integration with Workfront and Creative Cloud further leveraged these enhancements, optimizing workflow and asset management. Additionally, the enablement of Single Sign-On (SSO) with Azure AD significantly improved security and user management, ensuring a more secure and efficient operational environment.

Benefits

The project significantly **enhanced collaboration across 8 teams and vendors** through improved digital integration. By automating notifications for updates and tasks, we **eliminated the need for manual status checks on assets**, streamlining workflow efficiency. Recognizing the importance of a holistic approach, the project's scope was broadened to integrate seamlessly with other business areas. This strategic expansion aims to **enhance the digital marketing ecosystem**, facilitating a smoother process from the inception of campaigns to their deployment, ultimately **accelerating time to market**.

🏆 Results

✅ A fully implemented DAM system accessible to 75 users across 8 marketing teams.

✅ An improved asset storage structure housing 26 TB of internal assets.

✅ Enhanced asset search capabilities, tagging systems, and distribution tools.

✅ Customizable metadata fields, security, and access control features.

✅ Centralized user directory integrating with other marketing tools.

✅ Transitioned DAM operations to Adobe's servers, ensuring robust infrastructure.

Quote from Munvo

> In partnership with our client, we've enhanced their digital asset management, streamlining operations and elevating their marketing approach. Their willingness to innovate has been key to our mutual achievements, reflecting the essence of our collaborative and forward-looking ethos.
>
> **— Henry Rosvick, AEM Practice Lead**