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Ludwig Beck chooses Filerobot to enhance time-to-market speed

LUDWIG BECK
SEIT 1861

Industry:

E-commerce

Size:

150 employees

Headquarters:

Munich, Bayern, Germany

Tim Kläsner

E-commerce Manager

Case Study Highlights

Immediate Synchronization
of all media assets

Improvement
in Google's Core Web Vitals, achieved a better pass

Ludwig Beck is the emblematic and historical mall in Munich city center. Since 1861, it has been the leader in cutting edge fashion trends.

Running a multicategory store means that Ludwig Beck has **different needs** for product data in every category.

With **Filerobot's fully MACH-compliant Digital Asset Management (DAM)** platform, and its smooth integration to Akeneo Product Information Management (PIM) system, Ludwig Beck was able to:

- **Synchronize** all media assets
- Utilize Filerobot's **customizable** and **collaborative** features
- Achieve a better pass in Google's **Core Web Vitals**
- Optimize **user experience** and **performance**

" *Through the automation of processes, our time-to-market speed has greatly improved. We save time when adding product data and can collaborate better with other teams.* "

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The Challenge

Lack of automation

Before adopting Akeneo, Ludwig Beck used their ERP system as a PIM solution which had no automation. Product data had to be manually imported via Excel, which resulted in slow time-to-market presence.

Multicategory store

Running a multicategory store means that Ludwig Beck has different needs for product data in every category. Ludwig Beck needed a solution that allows customizations of regex validation for SKUs and attribute codes.

The Solution

Ludwig Beck has been using **Filerobot**, a Digital Asset Management (DAM) platform, as **a smooth integration to Akeneo Product Information Management (PIM) system**. This combination enhances the availability of feature sets for media assets to be uploaded, collaborated, edited and delivered.

Filerobot DAM by Scaleflex is a SaaS solution, fully compliant with the MACH principles (Micro-Service, API-first, Cloud-based, Headless), which enables easy integration into third-party platforms like Akeneo.

Key benefits of using Filerobot with Akeneo:

1. **Immediate synchronization of all media assets** from Filerobot into Akeneo to access the latest version of all media assets, with automated invalidation of obsolete versions from the cache.
2. **Customizable and collaborative features** that allow Ludwig Beck to include data for different categories, check, review and permit information before exporting, and assign specific user roles to various team members.
3. **Achieved a better pass in Google's Core Web Vitals with Magento**, thanks to the usage of next-gen image formats, compressed images with high visual quality and premium CDN delivery.
4. **Optimized User Experience and Performance**, dynamically resizing, rendering & versioning of images independently from the devices **used by the audience**. Leveraging **Filerobot's** Responsive Design capability: as over 60% of users are searching from a mobile device, Filerobot helped to target, stabilize and expand to this very valuable customer scope.

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The Company

Ludwig Beck is the emblematic and historical mall in Munich city center. Since 1861, it has been the leader in cutting edge fashion trends. The company now counts about 150 employees and generates an annual revenue of nearly 95.3M€. Following the digital shift, all clothing references featured in the six-floor building have been made available online on their Magento (now Adobe Commerce) e-shop.