scaleflex
Visual Experience Platform

Costa Coffee: optimizing asset management for a franchise network of 18 countries

COSTA COFFEE

About Costa

Hospitality (cafés)

1.6B annual revenue

18,400 employees

3400 cafés in 31 countries

A Coca-Cola brand

The project

Kick-off : 2023, Q4

Go-live : 2024, Q3

DAM	Visual AI
Portals	Dynamic Media Optimization

Julio Da Costa

Senior IT Procurement Manager

KPIs

+100
Users utilizing portals

50%
Saved time on shared assets

5TB
Content managed by Scaleflex

Costa Coffee, a british coffee institution since 1971, bought in 2019 by The Coca Cola Company, faced **several challenges** in managing their visual content:

- A very **limited DAM** solution
- A lack of a single source of truth for all their assets
- **Missing governance** for their assets
- **Tedious sharing** with their franchises and partners
- **Limited personnalisation** capabilities
- **Outdated technologies** and resource center

The **strategic decision** to migrate to Scaleflex offered them multiple advantages:

- Reduction in the time-to-market for **content localization and publication**, specially with the franchise network
- **UX personnalisation** in each country
- A **better control of the asset's life cycle** for all markets
- 18 countries covered in less than a year

> **"** *Thanks to Scaleflex, we were able to diffuse and localize vital content in 18 countries* **"**

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The Challenge

Scaleflex's journey with Costa Coffe began because they **lacked a single source of truth for their assets**, as well as media governance, and their solution posed too much complexity and offered little benefits. On top of that, their internal resource center was rapidly aging, **falling behind on new technologies and creating friction**.

In response to their struggle, **Scaleflex organized multiple workshops** with their marketing and technical teams, as well as with more than 40 stakeholders to gather requirements, showcase capabilities and answer any questions from the teams. From that starting point, **Costa Coffee implemented Scaleflex's integrated solution of DAM and Portals**.

The Solution

Once Scaleflex was installed, the teams were able to **create a clear structure**, set up user rights and go smoothly through their training and asset migration. As of today, Scaleflex handles over **5TB** of assets for Costa Coffee.

The teams were taught how to create, build, manage and update Portals. Thanks to this feature, **over 100 users are registered and can readily access the portals to upload or modify information**, and over 200 users from different regions are registered to be able to consult and download said information. Costa Coffee uses this feature to share **marketing branding updates and materials** with their franchises and partners worldwide.

Store Segmentation Matrix