scaleflex

Enhancing Video Asset Discovery and Management for Spain's Travel Giant

GRUPO PIÑERO

Industry:

Travel and Tourism

Company Size:

> 10,000 employees

Headquarters:

Palma, Spain

Scaleflex Partner:

Christian Scotti
Sr. Solutions Engineer

Akamai

Antonio Muñoz Cozar

IT and Operations Manager
Grupo Piñero

Case Study Highlights

3-second
thumbnail preview, entirely customized

50
users collaborating daily on the DAM

< 2 weeks
Content Hub implementation

Founded in 1975, the Piñero Group has established itself as a comprehensive tourism company, with its travel agency arm, hotel chains, and transport services.

As Grupo Piñero expands its operations, they faced several challenges in managing their videos: **Lack of a centralized system** and **difficulties in finding the right video quickly**.

With Scaleflex's Digital Asset Management, Grupo Piñero was able to:

- Integrate a **secure DAM compatible with Akamai CDN**
- Deliver a localized experience, with the UI **entirely in Spanish**
- **Save time & resources**, with a customized 3-second video preview, enabling **quick identification of the right asset**
- Accelerate time-to-market with **Sharebox capabilities** and **seamless integration of Adobe tools**, aiding collaboration

" *Scaleflex's impressive development capabilities seamlessly integrated with our existing environment, enhancing functionality. The 3-second custom video preview feature they built has been a game-changer, saving our teams significant time!* "

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The Challenge

In the hotel and travel industry, high-quality visuals are key. As Grupo Piñero expanded, their marketing and design teams faced image and video management challenges:

- **Lack of centralization:** With diverse team members creating videos for various platforms, organizing and storing the extensive video library became challenging.
- **Time-consuming video search:** Locating specific videos from their extensive collection was laborious. Simply relying on names and thumbnails was insufficient and Grupo Piñero sought a solution that offers a **visual preview** for **swift identification without opening each video individually.**

The Solution

Thanks to Filerobot's DAM, Grupo Piñero's achieved efficient storage, organization, and management of their digital assets, saving time and resources. The key benefits include:

- **Seamless Akamai integration:** Filerobot DAM was compatible with Grupo Piñero's existing Akamai environment, enabling the easy creation of Akamai URLs for efficient content delivery.
- **Video preview reader:** Scaleflex's R&D team **developed a custom video preview reader.** This feature enabled Grupo Piñero to **quickly identify and select desired content** with a **3-second video preview.**
- **Spanish user interface:** Scaleflex provided a fully Spanish user interface, ensuring a localized experience that enhanced usability and facilitated effective communication.
- **Easy collaboration with designers:** The integration of Adobe Photoshop empowers teams to create stunning visuals and graphics while managing their digital files within the DAM. The Sharebox capabilities also facilitates collaboration with external stakeholders, accelerating project timelines.
- **Fast and cost-effective implementation:** Scaleflex ensured a swift and efficient deployment within the existing infrastructure.

Discover other success stories with Scaleflex [here](#)!

The Company

Founded in 1975, the Piñero Group has evolved into an integrated and holistic tourist offering. From its travel agency, **Soltour**, to its hotel chains **Piñero** and **Bahia Principe Hotels and Resorts**, as well as its auxiliary transport company, **Sol Bus**, the entire group has devoted quality service and customer satisfaction as its priority objectives.