

How Scaleflex built an all-new custom Hyundai Dealer Content Hub for INNOCEAN in 4 weeks

Modules used

DAM

Visual AI

Portals

Dynamic Media Optimization

INNOCEAN
WORLDWIDE



Industry:

Global Marketing Communications

Size:

> 1,700 employees

Headquarters:

Mexico City
22 offices in 17 cities



Eduardo Cisneros Escalona

Project Manager
at Innocean Worldwide Mexico

Case Study Highlights



> 200 users
with permission controls for security



4 TB
of assets stored and optimized



Lightning-fast
processing of large files over 2GB

INNOCEAN Worldwide Mexico (IWM) is the 16th overseas network of INNOCEAN Worldwide. It supports the local marketing communications for **Hyundai** and **Kia**.

With **over 150 car dealers in Mexico**, IWM needed a collaborative Digital Asset Management (DAM) solution for Hyundai's content and marketing team.

In just 4 weeks, IWM was able to:

- Implement an all-new sleek, **custom homepage and content hub entirely in Spanish**
- Attain a **secure DAM** with **differentiated user roles** and **permission controls**
- **Save time & resources**, improving collaboration and content workflows

“ *Fuss-free and easy-to-use, with minimal training required. This is what we were looking to manage challenges of high staff rotation schedules in the dealerships.* ”

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The Challenge

With **over 150 car dealers** in Mexico, INNOCEAN Worldwide Mexico (IWM) needed a collaborative Digital Asset Management (DAM) solution for Hyundai's content and marketing team. As IWM's digital assets comprise confidential information about new releases, press releases, high-resolution photographs of cars, pricelists, and videos, they had stringent requirements for their DAM:

- Comprehensive **security** features (like a vault!)
- **Highly customizable UI**, entirely in **Spanish**
- Ability to share **large files of more than 2GB securely and quickly**
- **Brand-new** homepage

The Solution

Scaleflex's R&D team developed a **custom homepage** for Hyundai **in just 4 weeks**, which **works seamlessly with the Filerobot Hub**. Layers of security features were added, such as enabling access to the Filerobot Hub via SMS and email. Additionally, Scaleflex created **user roles with different permissions** (administrators, viewers, users, and content managers) to manage how each user interacts with the DAM, while **limiting access to confidential information**. To further meet the needs of Hyundai's operations in the American territory, Scaleflex implemented a **new infrastructure** to **speed up the processing of large files over 2GB**.

Thanks to Filerobot's collaborative DAM, Hyundai's content and marketing teams can **approve and validate assets within a single source of truth**, improving collaboration across teams. Its network of over 150 car dealers can seamlessly access and download Hyundai's new campaigns, **saving time and resources** to send out these assets.

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The Company

Founded in 2014 in Mexico City, INNOCEAN Worldwide Mexico (IWM) is the 16th overseas network of INNOCEAN Worldwide. IWM was established following the successful brand launch of Hyundai Motor Company in Mexico, the world's 8th largest automobile market. In Mexico, IWM supports the local marketing communications for Hyundai and Kia.

