

Belco improves its value chain by adding a DAM to their PIM solution



Industry:

Food

Size:

72 employees

Headquarters:

Nouvelle Aquitaine



Thelma Fraiche Peyruse

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KPI's



x2

less time to publish images



6-in-1 solution

reduced amount of tools to
manage images

Belco is a French company that sources and imports specialty coffee and cocoa for European roasters and chocolate makers. The company is also involved in supporting producers in their efforts to achieve continuous quality improvement, the transition to organic farming and agroforestry.

Having initially integrated a PIM solution, the team soon realized that this was not sufficient to deal with the major issues linked to visuals. So they decided to **add a DAM solution**. Scaleflex was proposed by Akeneo because of its **ease of integration with the customer's existing PIM**.

“

We thought that the PIM's media functionalities would be sufficient to meet our needs. It turns out that the ability to interact with external parties and customize workflows was a must for us. Akeneo steered us towards Scaleflex, a DAM solution directly connected to the PIM.

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The challenge

Before integrating Scaleflex's Filerobot solution, Belco faced three major challenges:

1. **Insecure data management**, using a Drive without backup.
2. The experience on their site could be improved, notably by making images and UI **multi-device or mobile first**.
3. The company was having difficulty **sharing, organizing and centralizing** their images. They needed to be able to retrieve the media originally, and order it automatically through customized workflows.

Faced with these challenges, the media management offered natively in the PIM solution proved limited.

The solution

Thanks to Belco's good relationship with Akeneo, they decided to choose a solution with easy integration with this PIM. **They identified Scaleflex as the best option**: the brand favors French companies, they had great proximity with the teams, and **Scaleflex's membership of the MACH alliance was also a key factor**.

The Belco teams made very specific use of the Scaleflex DAM, so **they benefited from totally customized onboarding**. After some time in use, the brand highlights the features it prefers in Scaleflex:

- The ability for **external users to interact with the DAM**, an essential feature for working with suppliers and customers.
- **Interconnectivity** with the Akeneo PIM
- **Customizable** workflows and APIs
- Fast, secure sharing functions: Airbox and Sharebox

Thanks to the integration of Scaleflex, the brand now benefits from **significantly reduced loading times**, as well as the ability to **resize images for multi-device use**. Work organization and collaboration between teams, both internal and external, has also been optimized following the integration of the DAM.

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“ I recommend and will continue to recommend Scaleflex for its proximity to the teams, its smooth project management and because the DAM tool is powerful and pleasant to use. ”



Thelma Fraiche Peyruse
Digital & Operational Marketing Executive

The enterprise

Belco is a French company that sources and imports specialty coffee and cocoa for European roasters and chocolate makers. The company is also involved in assisting producers at origin to achieve continuous quality improvement, the transition to organic farming and agroforestry. Thanks to its 4 agencies in Ethiopia, Colombia, El Salvador and Guatemala, the company carries out concrete actions in the field to develop a fully sustainable supply chain from one end to the other.



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