



ASICS CASE STUDY

The Effortless Execution of a High-Performing Digital Asset Management (or DAM – or DAMMMNNNNN) Platform for Asics, a Leading Athletic Shoe & Apparel Provider That You May Have Heard Of If You Are Alive.

To the surprise of exactly no one, it was the splendid folk at 3|SHARE, experts at all things Adobe and partners to their tip-top Digital Marketing customers, who did Asics right by implementing for them a world-class Adobe Experience Manager-based DAM system in an effort to support their rapid growth.

ASICS needed a brand new big-boy system to store and manage its digital assets because of how fast the company has grown over the years (and that's very, very fast). Their old system used arcane manual processes that had become unnecessary in 2015, now that Adobe Experience Manager exists and people have free will to use it.

3 | SHARE 

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ABOUT ASICS

CUSTOMER PROFILE: ASICS. ALL CAPS FTW

Industry: Sports shoes, apparel and equipment. And the very best of all three.

Location: While the company is headquartered in lovely Kobe, Japan, where you should absolutely vacation at some point in your life, ASICS America is in Irvine, CA, which is also a very nice to visit and frolic. But there are 53 consolidated ASICS subsidiaries and affiliates around the world. We're talking the whole globe, here.

Customer Profile: ASICS speaks for itself (not literally): It's a top athletic equipment company, producing footwear and apparel for all of the sports (not literally (but almost)). Because of their ubiquity, they sell through thousands of retail partners around the world and it isn't even a thing to them.

Employees: More than 6,000 worldwide, or enough to fill an average-sized Division 1 college basketball arena.

CHALLENGES



- Like a man and his beloved childhood jacket, ASICS outgrew its legacy DAM system. This system required extremely manual processes because it's old and didn't know any better.
- ASICS isn't amateur hour. We're talking a bare minimum of 40,000 assets, which increase with each retail season and new product launch. The big time.
- Because the world was once a stodgy and sad place, said assets were often located within various company locations, which meant they couldn't be found, which meant expensive duplications. Yuck.
- Folks (like, say, retail partners) who needed assets had to wait for access to them, which meant time to market lagged. I know, this sounds like the old west or something.



The **Obvious** Solution:

The shining beacon of light that is 3|SHARE: friend, lover, Adobe Premier Level Solution Partner. 3|SHARE swiftly implemented an Adobe Experience Manager Digital Asset Management system for ASICS, along with providing Training and Remote Operations Management (ROM) professional services, and all of a sudden ASICS was like, “Oh, hi 21st Century. Nice to meet you, finally.”

SITUATION

Hard To Find Assets

(or, if you prefer: _(^▽^)_/)

The following digital assets were kept in individual folders on ASICS' shared drives (preface: yikes): images and photos; print material; textual assets, like descriptions of products and prices; nuclear codes; and videos. And even though one of those was made up, it was still a big problem.

Because of this, employees at various ASICS offices either couldn't find said assets or didn't believe they were ever invented, so they just made the same thing again. Twinsies! Not good.

Retailers, in turn, were in the same boat. Clueless as to how to find the appropriate assets. Whoops.

Slow Manual Processes

Of the 40,000+ digital assets for both internal and external retailer partners, exactly 40,000+ of them needed to be manually categorized with the previous system, then sent individually to the parties who requested them. With that sort of system, you may as well shoot an 80s infomercial starring several men with giant glasses and mustaches.

If – heaven forbid – a requesting party was (gasp!) new, well, it had to wait. And wait. And wait. Because permissions were assigned on an individual basis. Something else.

Little Insight Into Their Business

Worse, those assets that were filed manually and left at random places to chill forever were never used for planning marketing campaigns.

And why, you ask? Well silly, because ASICS's legacy system did not provide detailed reporting that would have allowed the company to know fun stuff like “how the assets were being used” and “who was using them” and “what the most popular assets were” and other unimportant stuff like that.

You may have guessed: ASICS's legacy DAM system adversely affected the company's business. If that wasn't already super obvious.

BUSINESS IMPACT



Increased Costs

No one knew where anything was. That meant costs went up because of duplications -- studio time, professional photographers, taking out \$100 bills and lighting them on fire with a match, etc.

Flying Blind

There was no such thing as quickly reacting to marketing trends in order to improve the ASICS business. The old system would read that sentence and quite literally LOL, somehow.

Decreased Productivity And Revenue

Assuming you haven't skipped ahead for spoilers, it should feel needless to say at this point that the labor intensiveness of the previous system meant that everything was slowed down to a molasses-like crawl. Retailers couldn't access assets. Employees couldn't do their, you know, actual work. Nightmare city.

Can you count to 40,000? ASICS can. (And probably past that, we're guessing.) ASICS has 40,000 digital assets, assets for both internal and external retailer partners, which frequently change. Hardcore.

Objectives of ASICS' **New DAM Platform:**

Sure, ASICS needed an update -- desperately -- to their digital asset management platform, to both easily categorize, manage, and distribute its valuable branded content, and to avoid being “throw your laptop through a glass window”-level frustrated at all times throughout the day.

OBJECTIVES

- EXHALE: The centralization of ASICS digital assets, meaning -- that's right -- they could easily be found by people. No more duplication. And there was much rejoicing.
- Make the like-minded assets become friends -- or, if you prefer, automate them by attributes -- for faster processing rates. Seems obvious in hindsight, right?
- Self-serve! Why rely on other humans? Ugh. Retailers serve themselves in the new system, making things easier for everyone. Yesssss.
- Branded content in front of faces. Faster. In front of faces.
- Audiences don't care about everything, right? The appropriate assets needed distribution to the appropriate crowds. Specificity is both "key" and "a fun word to say out loud."
- Centralizing digital assets. Zero duplications. Those are just two of the hundred billion (roughly) objectives for ASICS' new DAM system.

3|SHARE did the smart thing, implementing an Adobe Experience Manager Digital Asset Management (DAM) system, employee training, and ongoing Remote Operations Management.

And they all lived happily ever after, the end.



SOLUTIONS

CONSULTING

3|SHARE specially customized (some would say EXTRA-specially customized) ASICS's AEM DAM so that they could share assets with retailers. Isn't that a nice thing to do? I think that's a nice thing to do.

They created a self-service process for ASICS retailers. That meant retailers could log in, search, view digital assets, and download them without anyone else's help, assuming that person had used the internet before.

Because of 3|SHARE, similarly-attributed retailers could now share assets themselves. Easy. Easy peasy. Easy peasy weasy. I'll stop now.

Retailer registration was now automated. No more waiting for Gladys in Customer Service to manually get back to retailers. I mean, Gladys is a nice person with a family who loves her, but come on.

"Forgot username/password" was also automated now. Imagine doing that manually. As your actual job.

It's all in the details!

At least, that's what 3|SHARE believes. That's why they created additional meta data fields, filters, and tags for the ASICS assets. Better segmentation, easier automation of the distribution process, everyone is happier and has nicer lunch breaks and weekends, etc.

Asset categorization: also automated. The computers are taking over. Let them. It feels so good.

All of the information. All of it. Literally. All of the information on products, styles, regions sold, SKU numbers, mother's maiden name, it was all added.

Now any time a duplicate was made, an automated process would CATCH it! What is this 21st century madness?

3|SHARE has a C-3PO-like grasp on languages, so it improved ASICS's translation process of product data for global offices. Call it a delicious cherry on top.

TRAINING

Only the big-brained 3|SHARE-ians could provide the specific training necessary to understand the specific AEM solution for ASICS.

Obviously, ASICS employees needed to first learn how to use the customized system. No curveballs there.

Likewise, 3|SHARE taught the IT crowd how to install, configure, maintain and troubleshoot, and speak nicely on the work phone when called upon. (No promises were made.)

Remote Operations Management (ROM)

There ain't nothing like ROM (Remote Asset Management, something decidedly less fun than simply "ROM"). ROM means round-the clock remote monitoring of their AEM environment. No breaks. No plays off. Japan and the U.S. are on opposite sides of the world from each other.

There is no downtime.
Which is cool. 3|SHARE
hates downtime, in a fun way.

During the great AEM unveil in Japan, 3|SHARE was also sneakily updating the U.S. version to AEM 6.0, which is the latest update and as far as AEM updates go, sexy as hell, quite frankly. What? It is. This ensured that all systems were performing efficiently across the universe, but most importantly, on Earth.

Benefits of the new
Adobe Experience
Manager **DAM platform**
implemented by 3|SHARE

BENEFITS:

Speedier time to market

- Retailers get assets to their websites at warp speed now. That's because of 3|SHARE.
- Self-serve. It can't be said enough. End users can now serve themselves, and not have to wait for assets to be manually sent to them. Even typing the sentence is like a shoulder massage.
- Quick wait for new retailers.

Everything is awesome.
Everyone is happier.

Increased Productivity

- Assets get grouped into large, like-minded batches who hang out and enjoy the same things for automatic assignment of meta data and tags. Makes so much sense, doesn't it?
- Manual categorization and distribution of assets takes about 1/1,000,000th the amount of time now. Thank all deities. Every one of them.
- 200 employee hours a year: saved by cutting down on manually managing user accounts and requests, and the end user experience. 200 employee hours, and countless employee brains.

Reduced Costs

- Another 200 employee hours saved on uploading assets and catching duplicates. That means 200 whole hours to literally do anything else. At all. In the world.
- Now that digital assets are finally centralized and therefore easy to find, get this: fewer duplications! Get out your party hats and blast the Kanye!

Better Insights

- Automated reports for ASICS business improvements. Like it's 2015 or something.
- Another 200 hours saved by not manually creating reports. We're up to approximately 1.5 billion saved hours now.

Voila, more effective marketing campaigns. It all works hand in hand.

CONSULTING, TRAINING AND REMOTE OPERATIONS

(ROM, or C,T & ROM if you're a perfectionist) professional services provided:

Consulting (of course)

Consulting and implementation services for Jean-Claude AEM DAM, but not just ANY consulting and implementation services -- consulting and implementation services to fit the specific needs of ASICS. It smells so sweet.

If a thing could be described as “it just makes everything better,” than its ASICS’ new DAM platform, which helps ASICS easily locate digital assets, eliminate duplicated efforts, and get assets to retailers as quickly as possible. Really, it’s just better.

Training

It would have been one thing for 3|SHARE to say, “Okay, your new system has been implemented, good luck to you guys!” and be on their merry way. But they trained ASICS employees in the Japanese art of Adobe Experience Manager DAM platforms, passing on knowledge gleaned over generations from ancient scribbles on cave walls.

Professional Services

It would have been one thing for 3|SHARE to say, “Okay, your new system has been implemented and we’ve trained you to use it, good luck to you guys!” and be on their merry way.

But they went the extra few miles and provided ASICS with Remote Operations Management (ROM) services, which only meant administration of ASICS’s complete AEM environment, sporting a 99.999% uptime SLA. Throwing straight fastballs with a smile. Or at least a smirk.

All that time spent on the manual categorization of assets? Or distribution of the correct assets to the right retailers? Kiss it goodbye, wet and sloppily.

ABOUT 3|SHARE:

3|SHARE is a delightful business that *could* brag that they are a Premier Level Adobe Systems Solution Partner, leading service provider of AEM, and member of Adobe's Partner Advisory Board, but they are also very polite and wouldn't dream of actually doing so.

Focused with razor-sharp meticulousness on the Adobe Marketing Cloud suite alone, 3|SHARE sets itself apart from other wannabe firms by its highly skilled consultants, innovative tools, use of the Oxford comma, and unparalleled commitment to client success. Headquartered in Carlsbad, CA, 3|SHARE specializes in knowing how to party, but also Consulting, Training, and Remote Operations Management (ROM) for clients throughout North America. www.3sharecorp.com.

ABOUT ASICS:

Anima Sana In Corpore Sano, meaning “A Sound Mind in a Sound Body,” is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands, in addition to a really good idea for a neck tattoo. The company was founded more than 60 years ago by Kihachiro Onitsuka, possessor of the world’s greatest all-time name, and is now a leading designer and manufacturer of running shoes, as well as other athletic footwear, apparel, and accessories.

ASICS has subsidiaries across the globe including North and South America, Europe, Africa and Asia. They everywhere. In 2014, ASICS experienced a 21% increase in sales over the previous year, with record profits. Just don’t ask them to borrow money. For more information, visit www.asics.com.

THANK YOU