A DAM **Success** Story

A DAM solution for Arjo

How a market-leading MedTech company gained control of its digital assets.

Arjo is a global MedTech company with its headquarters in Malmö, Sweden. Arjo offers products and solutions for patient transfers, hygiene, disinfection, prevention of injuries, deep vein thrombosis (blood clots), and diagnostics. The company also offers medical beds and various services, such as training in connection with product purchases.

Arjo is a market-leading supplier of medical devices and solutions that improve the quality of life for people with reduced mobility and age-related health challenges. Today, its products are being sold in over 100 countries, helping to create safer and more efficient healthcare environments.

6,500 Employees

Over 100 Countries

Global Company

Challenges Before QBank

Arjo was looking for a solution to gain control of and centralize all its digital assets in one place. The company had a lot of assets spread over different disks and servers, as well as inriver PIM used for storing assets. This made it difficult to find the right asset.

Arjo needed a DAM to master all digital assets such as images, documents, and drawings.

It was vital for Arjo to gain control of its product information and technical documentation. These are business-critical and regulated by Good Practice (GxP) and Standard Operating Procedure (SOP) guidelines. Every single one of Arjo's products have technical, product related, and clinical documentation. All its technical documentation, including all Instructions For Use (IFU), must also be available on the website. It is also important for the company to always have the latest documentation, so every update needs to be made available on their website.

Arjo also has specific requirements regarding how to store its technical documentation for reference. All history, meaning who accessed what and when must also be available. These specific requirements could all be resolved with QBank.

Lack of control

Need of Digital Rights Management

Lack of findability

Arjo **DAM** Solution

Phase 1
The move to QBank

The first phase included the import of product images from Arjo's PIM solution as well as assets from other systems and fileserver. This phase included the creation of a Media Portal, called Arjo MediaBank.

Arjo also introduced the Microsoft Office connector, which enables users to add Arjo images in their PowerPoint presentations and Word. The Moodboards are used by the sales representatives.

Phase 2
The great Migration

The second phase included the migration of all remaining assets from PIM to QBank. This meant all product images and all the company's technical documents with integrations to its public web.

We set Arjo up with an Optimizely (formerly Episerver) connector and another Media Portal, this one being called MediaBank Documents, and is used for technical documents such as their IFU's and more. Arjo gained better control of assets and state of taxonomy, while allowing for future growth and new projects.
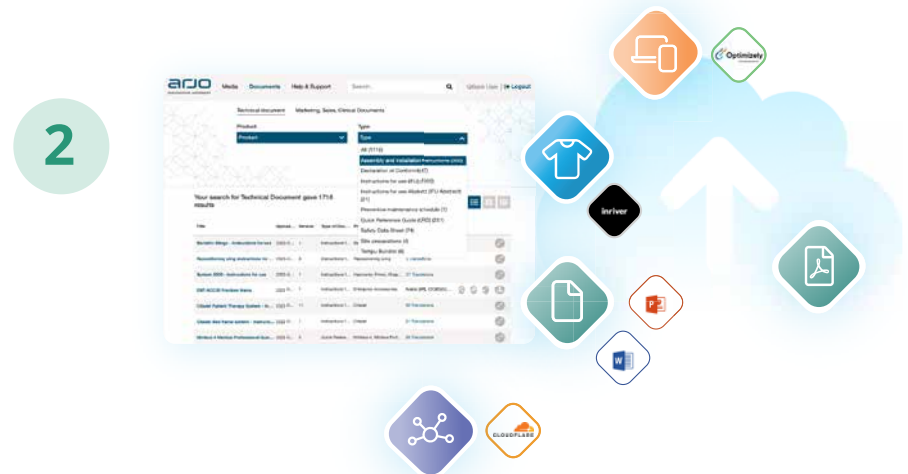
The Arjo **MediaBank**

What is The Arjo MediaBank?

- **Aestethic way of sharing assets** with employees, the press or to an external agency

- **Branded and customized** website with both an internal and external login

- **Users can download assets** in predetermined templates - based on sizes, resolution and format

How does Arjo use the MediaBank?

- **Upload specific assets to QBank** and publish them to the MediaBank

- **Control who can view and fetch each asset** with QBanks' rights management tool

- **Control what download templates** that should be available for each asset and for what type of user
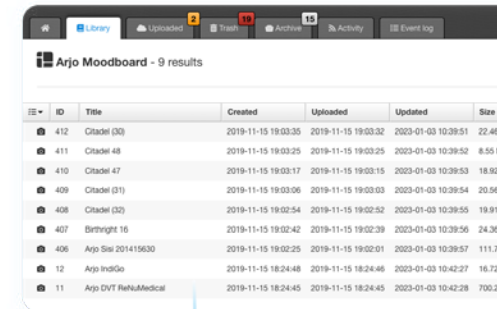
The **Moodboard** Feature
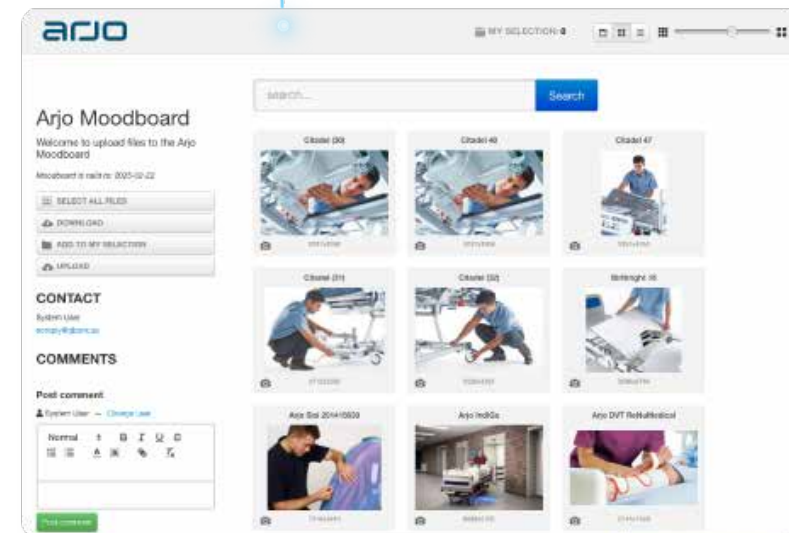
What is a Moodboard?

- Efficient and secure way to **distribute assets quickly**

- **Temporary** branded website

- **Collaborative tool** set up for specific target audiences

- **Making sure metadata structure** is being followed when collecting assets from external stakeholders

Arjo use Moodboards to:

- **Upload assets** from QBank to a moodboard to share with external stakeholders

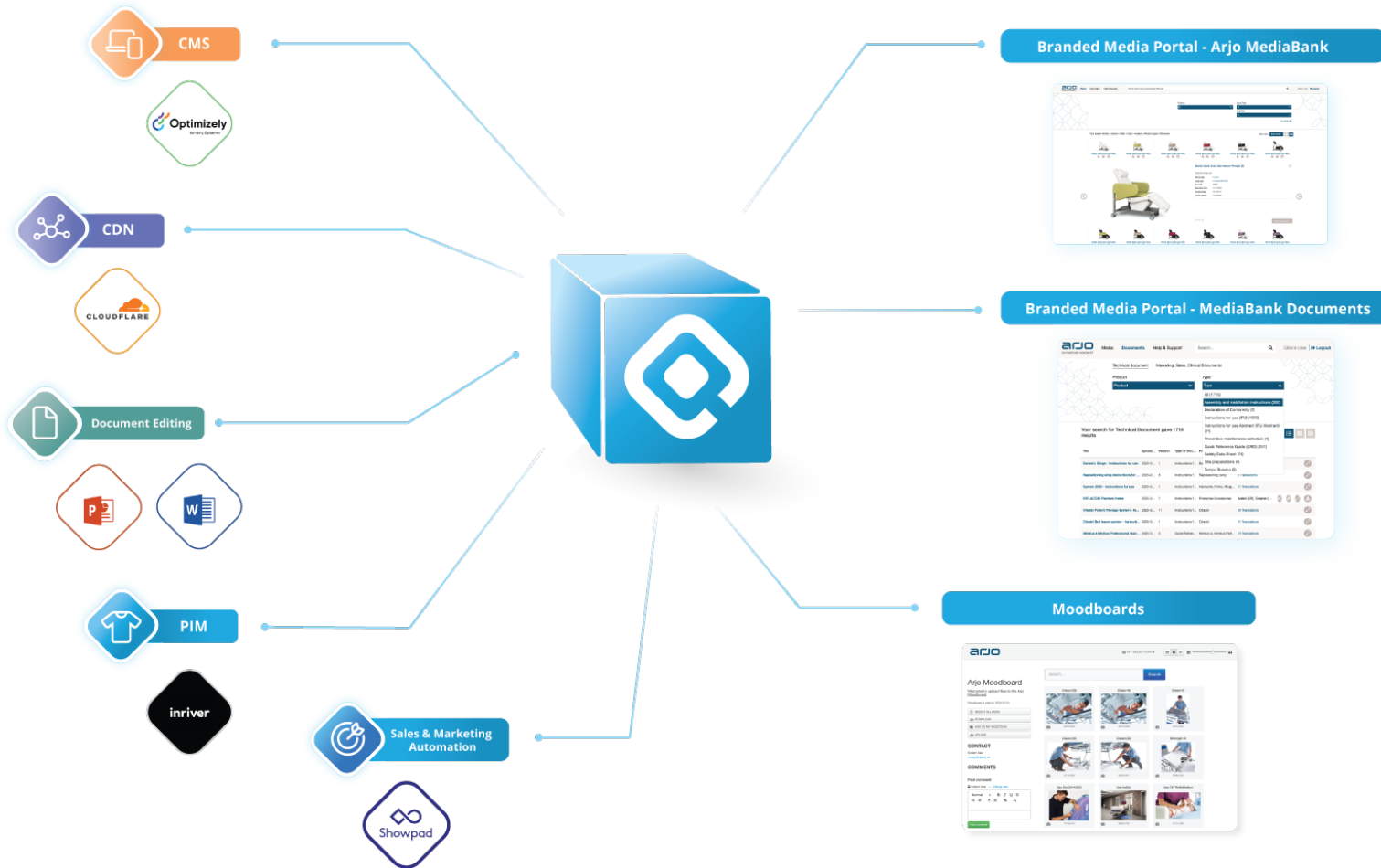- **Send empty moodboards** to collect assets from a specific person, team or external stakeholder

Integrations

CMS

Optimizely
formerly Episerver

CDN

CLOUDFLARE

Document Editing

PIM

inriver

Sales & Marketing
Automation

Showpad

Branded Media Portal - Arjo MediaBank

Branded Media Portal - MediaBank Documents

Moodboards

Business Effects

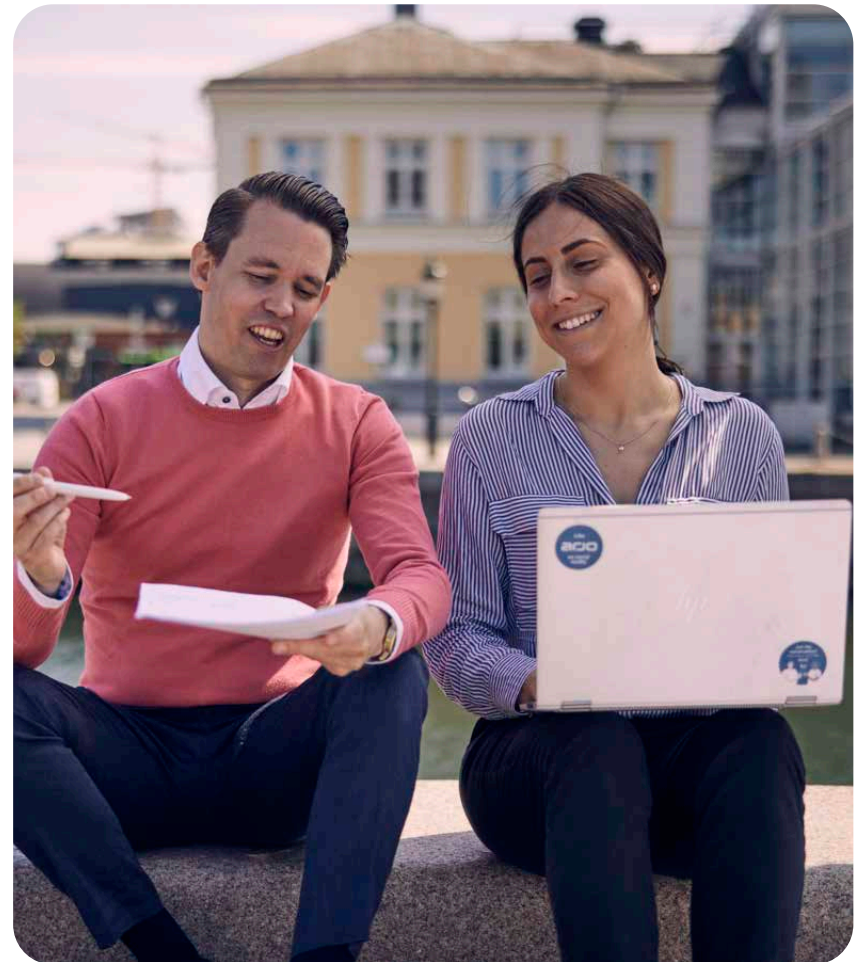### What did Arjo gain by adding QBank DAM to its stack?

Arjo's initial requests were met, QBank made it easy for the company to gain control of its unstructured assets and data. While also creating a unified way of working for all its tech writers and giving its digital asset management more overall structure.

A Centralized hub – Creating control

Since adding QBank as a central repository, Arjo now uses only one tool for storing assets, simplifying control over all its assets. Arjo is in complete control over what is published and where. All while having integrations has made distribution easier and more effective.

MediaBank – Improving productivity

With the use of their various MediaBanks, Arjo has improved its ability to control all its vital assets. Since Arjo has certain legal requirements when it comes to its technical documentation, it is vital to be in control of everything that is published or updated. Having QBank at the center, allows Arjo to manage and ensure that no outdated or unapproved assets are wrongfully published. Allowing Arjo to continue staying in charge of its assets and communications.

www.qbankdam.com