



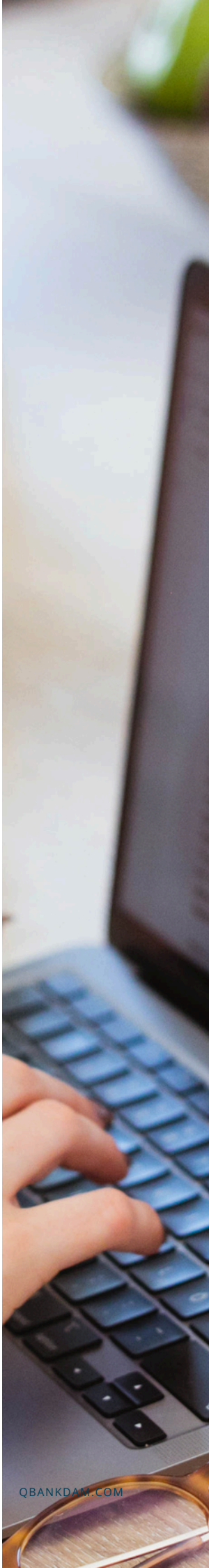
# Coop Sweden

One of the largest grocery retailers in the Nordics overcame time-consuming challenges with a DAM

[Case Study](#)

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## About Coop Sweden

As one of the largest grocery retailers in the Nordics, Coop operates with the mission to provide consumers with quality food in excellent stores at affordable prices. Founded in 1899, Coop now has over 800 stores across Sweden and an online shop, offering thousands of products.

To effectively distribute images, videos, marketing materials, guidelines, product images, and information to stores, advertising agencies, employees, and other stakeholders on a daily basis, Coop must prioritize efficient and reliable communication methods.

In this case study, you will discover how Coop overcame time-consuming challenges by implementing a DAM solution, ultimately saving time and money, and enabling them to allocate these valuable resources towards building and expanding their business.



# Challenges before QBank

Coop Sweden discovered that their outdated system was incapable of handling the growing volume of materials produced by the organization. Product images and information were not reaching stores on time, and ensuring that retailers used the right and updated materials was a time-consuming process.

Coop required a tool to upload and store all their digital content while retrieving information stored in their Product Information Management (PIM) system. This solution also needed to distribute assets securely and efficiently to all relevant parties.

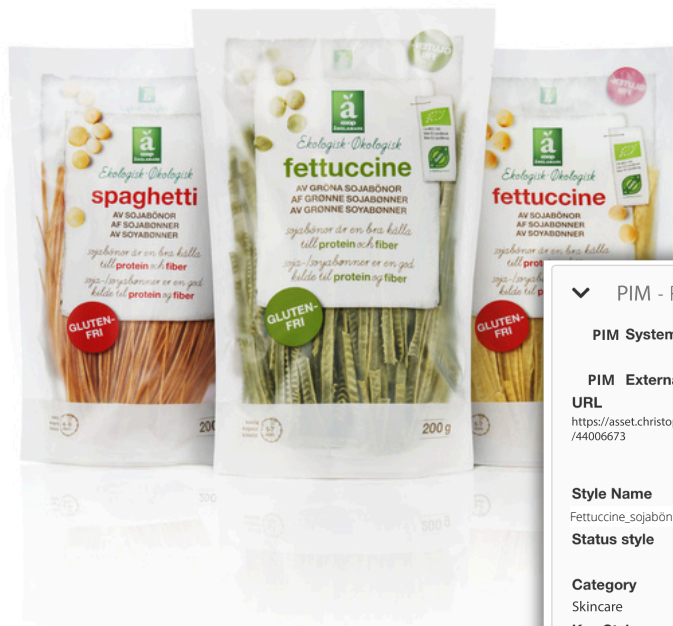
# A QBank DAM solution for Coop Sweden

## Centralized hub for all assets

With QBank, Coop Sweden was able to establish a foundation for communicating with all stakeholders. By serving as a centralized hub for their images, videos, guidelines, and other marketing materials, Coop can now upload, manage, and control the distribution workflow. This control ensures that Coop can grant specific access to media while keeping assets updated to the latest version.

## Connecting PIM and DAM for Centralized Access

In addition to serving as a Digital Asset Management (DAM) platform, QBank is connected to Coop's Product Information Management (PIM) system, provided by inRiver. Product images and their information are imported to QBank through the API, allowing end-users to access all materials and information in one centralized location.



**inriver**

PIM - Product Information	
<b>PIM System ID</b>	<b>PIM Resource File ID</b>
<b>PIM External Resource URL</b> <a href="https://asset.christopher-lotion.com/44006673">https://asset.christopher-lotion.com/44006673</a>	<b>Style ID</b>
<b>Style Name</b> Fettuccine_sojabönor_glutenfri	<b>Bestseller ID</b> 33389
<b>Status style</b>	<b>Season Code</b> 2025
<b>Category</b> Skincare	<b>Sub Category</b> Lotion
<b>Key Style</b> No	<b>Fashion Level</b>
<b>Cross Concept</b>	<b>Style size range</b> M
<b>Delivery Drop</b> December	<b>Delivery Period</b> Nov 15 - Dec 15
<b>EAN All Sizes</b> Medium	<b>Colorway ID</b> 44006673
<b>Color Name</b> Cloud Blue	<b>Color Code</b> 1E2EC

## Coop access information about campaign through media portal

To deliver a seamless user experience, QBank partnered with iStone to develop a powerful portal where store representatives, advertising agencies, and employees can search and access information about the latest campaigns and assets. Coop administrators can use QBank to manage media access for each user and set download templates, ensuring that the right person accesses the correct material and latest versions.

# Coop's gained benefits from QBank



Digital Asset Management

Secure hosting and storage

Usage rights management

Brand consistency

Product data access through PIM integration

Custom-built delivery portal

Detailed statistics

Media templates for downloading

Metadata management

# Coop's business effect from implementing DAM

With QBank's implementation, Coop has significantly accelerated their digital asset management workflow for both external and internal stakeholders. QBank empowers Coop to instantaneously provide hundreds of users with the correct materials and information they need, resulting in a substantial reduction in time-to-market and time spent on searching and retrieving assets.

QBank's statistics tool enables Coop to effortlessly monitor usage and downloads, empowering them to measure the performance of their materials. This capability allows Coop to respond fast to market trends and changes, ultimately optimizing their marketing communications.

By establishing an efficient workflow with QBank, Coop has successfully saved time and money, allowing them to allocate these valuable resources towards building and expanding their business.



# About QBank DAM

QBank is a leading provider of Digital Asset Management (DAM) solutions that empower global companies like Coop, Atlas Copco, and Dometic to manage assets efficiently and with control across diverse systems and applications.

From an advanced metadata structure to automations and integration capabilities, QBank improves workflows by allowing the entire organization to create, find, use and distribute digital assets efficiently and deliver consistent omnichannel experiences. We are experienced in handling the complexities of different markets, multiple languages, and diverse teams, tailoring QBank into a central machinery for your business.

Visit [qbankdam.com](https://qbankdam.com) to find out more or book a demo [here](#).



#### Straightforward and timesaving

QBank is a simple tool that has saved us a lot of time in our work. We are now utilizing our designer rockstars much more efficiently, and their life is a lot easier thanks to QBank! The support is always very competent and quick to respond.

[Read the full review>>](#)



#### QBank User Review

Director  
Sr. Manager, Marketing Strategy

