# Stadium

How one of Sweden's leading sports retailer improved efficiency, saved time, and boosted brand consistency

**Case Study**

QBank

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# About Stadium

Stadium (Stadium group) is one of the leading sports retail businesses in Sweden. Throughout its history, Stadium has introduced several innovative concepts, Stadium Team Sales, Marketplace, Stadium Outlet, Stadium Rental, Stadium Run, and Stadium Ski. Stadium Group has **over 200 department stores with an E-commerce**.

Opening their first department store in Stockholm in 1987, the store's instant success laid the groundwork for what would become one of the largest sports retail chains in Northern Europe. Today, Stadium boasts a multitude of stores in Sweden, Finland, and Norway, showcasing its continuous expansion and development.

Driven by the vision to activate the world, Stadium remains committed to shaping the future of sports retail by embracing new technologies, trends, and customer needs.

**In this case study**, you will explore Stadium's challenges before implementing a Digital Asset Management (DAM) solution, discover what their current DAM solution entails, and learn about the benefits they have gained from its implementation.

# **Challenges** before QBank

| Lack of Control | Time-Consuming | Poor Findability |

Before QBank, Stadium's photo studio required a sustainable solution for storing large files and digital assets. The company relied on a local file server system to store digital marketing materials such as images, videos, and documents. However, this system lacked an efficient search function, making it time-consuming to find specific assets. Additionally, Stadium needed a more advanced rights management system with the capability to set expiration dates on certain assets.

The initial file system also had numerous image duplicates, consuming unnecessary storage space and creating confusion. It became clear that Stadium required a cloud-based DAM tool where asset duplication would not occur and the marketing team could easily search and find digital assets

# A QBank DAM solution for **creating efficiency**

## A centralized hub

QBank was implemented to manage all of Stadium's digital assets, serving as a centralized hub for storing images, marketing documents, and sales material. Now, Stadium's assets are available for employees to access the most accurate versions and sizes.

QBank's file comparison, image recognition, and filename-based duplicate identification features help prevent duplication of files and images. Additionally, image templates enable users to crop and resize assets, ensuring accurate publication to the media portal while preserving the original copy in QBank. This feature is a significant time-saver for a company that publishes content across multiple channels in various image sizes and resolutions.

## Stadium's Media Portal

A Media Portal was created as a platform for Stadium to share assets with employees. Stadium team members can create accounts and access the Media Portal, using QBank's search function to easily locate the correct asset. Whenever new versions of assets are added or modified, they are automatically updated throughout the entire system, making the latest assets available for all users. This system guarantees that Stadium's assets are always up-to-date, ensuring users have access to the most current marketing materials and maintaining brand consistency.

## Integration to Photoshop and InDesign

InDesign and Photoshop connectors were integrated, allowing the Marketing Team and photo studio to easily upload digital assets directly to QBank, as well as fetch assets from Adobe Creative interfaces.

## Moodboard for sharing with external and internal teams

Stadium utilizes QBank's Moodboard feature to share assets like images, videos, and other marketing materials. This tool facilitates collaboration with external agencies, retailers, or internal teams, enabling efficient and effective idea-sharing. Administrators can customize Moodboard settings, determining who can download and upload assets and choosing between PIN-code protection or open access.
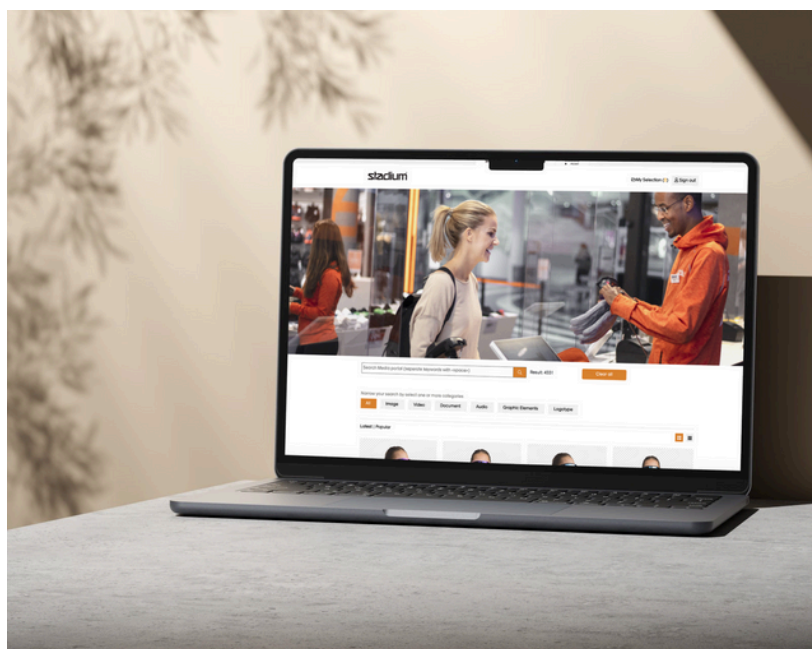
## InDesign Connector

This integration allows the Marketing Team to access images and InDesign files stored in QBank directly from InDesign. This integration enables the sharing of design templates and links to the original assets in QBank, ensuring that pre-approved assets are always used. Any changes to a template can be conveniently saved to QBank, guaranteeing that everyone utilizes the same updated template.

## Photoshop Connector

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## QBank Media Portal

The Media Portal is a customizable website, designed according to the customer's brand guidelines, where specific assets can be uploaded and shared. Stadium utilizes its Media Portal to distribute assets to employees, leveraging the rights management feature to selectively publish assets. Users can download these assets in various pre-determined templates based on size, resolution, and format.

## QBank Moodboards

Stadium extensively uses QBank's Moodboards, a temporary website tailored for specific target audiences. In Stadium's case, their different teams within the company. Moodboards enable the sharing of product-related information and images, providing an efficient and secure method for asset distribution and collection both with internal and external stakeholders

# Stadium's business effect from implementing DAM

By incorporating QBank into their operations, Stadium successfully addressed its initial requirements. The integration with QBank simplified the process for Stadium to manage its digital assets effectively.

## Reducing time significantly

With QBank acting as a centralized hub, Stadium now has a single source of truth for content creation, streamlining control over their digital assets and significantly reducing the time spent locating specific assets.

## Staying in control and maintaining brand consistency

Stadium has full control over what gets published and where, ensuring that the company maintains brand consistency and operates as efficiently as possible. The risk of unknown duplicates is eliminated due to QBank's capability to identify files based on filename and file comparisons.

## Optimizing return on content investment

Utilizing their Media Portal, Stadium has improved content findability and enabled the reuse of content, optimizing their return on content investment. Administrators manage the Media Portal, ensuring that no outdated or unapproved assets are published erroneously. As a result, Stadium maintains complete control over its brand and distribution channels.

# 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** 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