



Lantmännen

One DAM, many brands: Lantmännen's journey towards a Single Source of Truth

Customer Success Story

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Summary

Lantmännen, one of Sweden's leading agricultural cooperatives, faced the challenge of managing a vast and diverse digital ecosystem across industries like food, energy, and machinery. With unique asset needs for each brand and millions of assets, they needed a solution capable of unifying and streamlining operations across their entire organization.

Choosing QBank's cloud-based DAM marked the beginning of a transformative journey. By prioritizing integrations with key tools like Optimizely and Adobe Creative Cloud, and rolling out advanced training, Lantmännen built a solid foundation to serve as a Single Source of Truth.

More than just a project, Lantmännen sees DAM as a long-term commitment to digital excellence. The journey continues with initiatives like QMO, reducing costs and enhancing the user experience across 100+ sites. As they progress, their DAM isn't just for marketing—it's an organizational cornerstone that supports collaboration, scalability, and efficiency for all teams and brands.





About Lantmännen

Lantmännen is a leading agricultural cooperative based in Sweden, owned by over 18,000 farmers. With operations spanning across agriculture, machinery, energy, and food production, Lantmännen is a diversified and highly versatile organization. Their business activities extend across a wide range of sectors, from grain cultivation and sustainable energy solutions to food production for major brands. This extensive reach requires efficient management of large volumes of digital assets, from product images and marketing materials to technical documents and legal files.

Operating on a global scale with multiple subsidiaries and brands, Lantmännen's digital ecosystem is complex. They manage a broad range of assets that are used by diverse teams across various departments and locations. As a result, Lantmännen required a centralized solution to streamline asset management, enhance collaboration, and ensure compliance with regulatory requirements across all business units. The implementation of a modern Digital Asset Management (DAM) system became essential to support the company's ongoing growth and operational efficiency.



The challenges driving Lantmännen's DAM transformation

Difficulty scaling

Lack of system integrations

Manual workflows

Lantmännen faced several significant challenges that led them to seek a new Digital Asset Management (DAM) solution. Their existing DAM had been developed from an on-premises platform that had become outdated and difficult to scale without substantial investments in development and updates. This inflexibility created a major roadblock, as Lantmännen required a system that could integrate seamlessly with other tools within their organization, including Optimizely CMS, Adobe Creative Cloud, Microsoft Office 365, and GDPR-compliant environments.

In addition to the lack of integration, their previous solution required considerable manual intervention, making everyday tasks time-consuming and inefficient. In August 2022, a critical security breach underscored the urgency of their situation, forcing them to shut down their system and switch to a secure cloud-based alternative.

Another pressing challenge was the absence of proper metadata on many assets, which led to inefficiencies and made it difficult to maintain accurate and accessible digital resources. There was a clear need for improved governance and streamlined processes to ensure the correct versions of assets were used, complete with accurate and relevant data.

Finally, Lantmännen needed a DAM that could handle complex permission settings, enabling different groups to access, manage and distribute appropriate materials. They also required the flexibility to manage assets from both a centralized “group communication” perspective and an individualized approach, allowing each company within the group to maintain its unique metadata structure and organizational needs.



Designing a DAM solution for integration, flexibility, and growth

Lantmännen sought a modern, cloud-based DAM solution capable of serving their diverse range of brands—spanning industries from food to construction to heavy vehicles. Each brand has unique digital assets, requiring a system that could support different types of content and metadata structures while also acting as a unified Single Source of Truth. This versatility was essential for Lantmännen to manage their varied digital assets effectively across brands.

In addition to centralized asset management, Lantmännen needed a solution that would allow for both brand-specific control and group-wide collaboration. With QBank's QBank-to-QBank connector, they could link multiple QBank DAM systems, enabling each brand to maintain its own metadata structure while still allowing seamless asset sharing with Lantmännen Group. This capability ensured that assets could be both brand-specific and accessible for broader organizational needs.

Recognizing that DAM implementation is an ongoing journey rather than a one-time project, Lantmännen aimed to build a solution that would evolve with them, meeting the dynamic needs of their diverse brands. As they move toward establishing their DAM as an organizational cornerstone, they remain committed to

continuous reflection, adjustment, and optimization to ensure their system remains future-proof and valuable to the entire organization.

The implementation plan was rolled out in carefully planned phases:

Phase 1: Building the foundation

In the first phase, Lantmännen focused on establishing a secure, modern DAM solution through a "Lift & Shift" project to migrate their assets to QBank DAM, Media Portal, and Press Portal. This phase also involved creating sandbox environments for QBank and the Media Portal, enabling acceptance testing and ensuring that updates and changes could be tested without disrupting live operations.



Phase 2: Integration and training

Building on the foundation, the second phase aimed to create a seamless Single Source of Truth. This included continuous migration from legacy systems into QBank, as well as implementing key integrations with Optimizely, Adobe Creative Cloud, Browser Connectors, and ensuring GDPR compliance. Recognizing the need for widespread adoption, Lantmännen invested in extensive user training and onboarding across the organization, offering tailored training sessions for different teams, advanced training, and even open house sessions to familiarize users with the new system.

Phase 3: Expansion across the Lantmännen Group

In the third phase, Lantmännen aims to expand the DAM capabilities to support the entire Group, enabling each subsidiary to operate its own QBank setup while still allowing asset sharing across the organization. This phase also introduced an agency process within QBank to support external partners in content creation, furthering their goal of a comprehensive Single Source of Truth.

Vision phase: A DAM for the whole organization

Looking further ahead, Lantmännen envisions QBank as an organizational cornerstone for managing digital assets. They aim to create a future-proof system that adapts to new challenges and

opportunities, evolving with the organization. As this journey unfolds, they plan to continually reflect, adjust, and optimize their DAM to ensure it remains aligned with their strategic goals and continues to provide value across the entire organization.

“When you connect the DAM in all your channels, that's when you can start creating Business Value.”

- Håkan Jägbrink, Lantmännen

Through this process, Lantmännen is building more than a DAM— and instead creating an integrated platform that connects every part of their business.

This foundation not only supports digital excellence but also enhances collaboration and streamlines access to valuable assets across all brands and departments.



The ongoing journey towards DAM Success

Lantmännen is actively planning to make DAM a core part of their organization. They are focused on increasing adoption across all teams through targeted change management and extensive training programs. Their goal is to integrate DAM into daily work, ensuring everyone benefits from the system. This approach reflects their commitment to DAM, with ongoing plans to adapt and enhance it to meet the diverse needs of their brands.

"Making DAM the SSOT, Single Source of Truth, is fundamental in the change process."

- Håkan Jägbrink, Lantmännen

In the first phase, Lantmännen had approximately 40,000 assets in QBank—just a small fraction, less than 1%, of their total assets created across the entire LM Group. As part of their ongoing efforts, they are consolidating content into QBank to establish a true Single Source of Truth. This consolidation is not only streamlining content management but also reducing costs by phasing out redundant platforms.

"Measurable, measurable... People know who I am and come to me with questions around digital assets, I guess that is a result itself."

- Håkan Jägbrink, Lantmännen



Key takeaways / Lessons learned

Lantmännen's experience has emphasized the importance of seeing DAM as a long-term journey, especially within larger organizations. As they put it, "The biggest challenge lies in change management within the organization, so choose a DAM that can grow with you, and focus on creating a strong solution for one group of the company to serve as a reference for the entire group."

A key takeaway for Lantmännen has been the need to identify where QBank DAM can create real business value and to prioritize initiatives accordingly. They've learned that a DAM implementation is not a one-time project but an ongoing journey that will span many years. This means securing ownership and developing a clear vision for the DAM from the start.

By focusing on incremental steps and continually evolving their approach, QBank helps Lantmännen in building a sustainable DAM framework that can grow alongside their organization.

In the end, success lies in embracing the journey, prioritizing the areas where QBank DAM can make the most impact, and remaining adaptable as the organization's needs evolve.

About QBank DAM

QBank provides a Digital Asset Management (DAM) solution that goes beyond efficiency—it's the cornerstone of digital excellence for your entire organization. We help you unlock value from all digital assets, positioning QBank DAM as the single source of truth for managing and distributing content across various teams, departments, and systems.

Our solution empowers companies like Coop, Atlas Copco, and Dometic to streamline workflows, enhance collaboration, and deliver consistent omnichannel experiences. With advanced metadata structures, automation, and integration capabilities, QBank seamlessly supports the diverse needs of your business. We understand the complexities of different markets, languages, and teams, and we tailor our platform to become an essential part of your organization's success.

Join us on your DAM journey, where we evolve alongside you to continuously create value from your digital assets.

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

