

Wedia

Our modular and cloud-based platform provides 4 different modules each geared towards a specific area of contents' lifecycle:

- Plan, create and review the creation of your content from ideation to validation (Creative Project and Content Management)
- Manage, share and repurpose all your digital assets (photos, videos...) in a unique media library (Digital Asset Management)
- Easily adapt, localize and control your marketing material across branches, retailers, partners etc (Distributed Marketing Management)
- Deliver your content, dynamically create multiple personalized experiences and engage and score your audiences (Digital eXperience Management)

First installation: 2001

Provider

Wedia Germany GmbH
WeWork Taunusanlage, Taunusanlage 8
DE-60325 Frankfurt am Main
+49 (0) 69/405 66 93-10
contact@wedia-group.com
www.wedia-group.com

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Reference customers

Daimler, Deutsche Bahn, Fresenius Medical Care, Merck, Süwag, Weidmüller, Axa, Covéa, Danone, Decathlon, L'Oréal, Nestlé, Renault Trucks, Sandvik, Total, Volvo

Application

- ✓ Business-to-Business
- ✗ Business-to-Consumer
- ✗ Consumer-to-Consumer

Operator

- ✓ Media service providers
- ✓ Companies
- ✗ Publishers

Integrations

- ✗ Standard API
- ✗ Converter
- ✗ Connector, Plug-in
- ✗ Data Hub

Products

- ✓ Advertising material, office equipment
- ✗ Books, teaching aids
- ✗ Mercandises, promotional items
- ✗ Large formats
- ✓ Catalogues, price lists
- ✓ Packaging
- ✗ Newspapers, magazines
- ✗ Technical documentation

Media channels (internal / external)

- ✓ ✓ Print
- ✗ ✗ Apps
- ✗ ✗ Messenger

✓ ✓ Website, webshop	✓ × E-books	× × Office applications
✓ ✓ Online, Mobile	✓ ✓ Video/Audio	× × Search engines
× × Out-of-Home	✓ ✓ E-mail	× × Online marketplaces
✓ × E-paper	✓ ✓ Social media	

Features

✓ Closed shop	✗ Database publishing	✓ Editorial system
✓ Open shop	✗ Online data check	✗ Translation management
✓ E-shop in-house development	✓ Correction workflow	✓ Marketing management
✗ E-shop standard system	✓ Technical workflow	✗ Media planning, media booking
✓ Printed file upload	✗ Commercial workflow	✗ Customer relationship management
✓ Print on demand	✓ Media asset management	✓ Cross-media management
✓ Individualisation	✗ Product information management	✓ Content marketing management
✓ Personalisation	✓ Web content management	✗ Communication
✓ Creation of publications	✗ Text database	

Modules

Creative Project & Content Management

- Editorial planning and task management
- Collaborative workflows for content production
- Content scheduling by vertical, target group and geography
- Social and multi-channel connectors

Standalone applicable

Digital Asset Management

- Segmentation of content by type, brand, department or role
- Rights management
- Multiple search and sharing capabilities
- Automatic indexing and media enrichment with AI and computer vision services

Standalone applicable

Distributed Marketing Management

- Certified template library
- Automatic format adaptation based on business rules
- Creative review and approval workflows between internal teams and external agencies
- Storefront for localizing and ordering collateral from a local entity

Standalone applicable

Digital eXperience Management

- Dynamic content adaptation & targeted CTAs
- Rendition management & adaptive streaming on smartphone, tablet and desktop
- Integration with CDNs or eCDNs for quality content delivery around the world
- Marketing performance measurement

System basis

Frontend devices	Desktop-PC, Laptop, Notebook, Tablet, Smartphones
Frontend operating systems	Windows, Mac OS X
Frontend web browsers	Standard browser (Internet Explorer, Firefox, Google Chrome)
Frontend technology	HTML 5, JavaScript, Vue JS
Server operation systems	Windows Server Operating system for Adobe InDesign CC Server, Linux or Windows-Server
Server technology	Java, Adobe InDesign CC Server
Webserver	Apache, Tomcat
PDF engine	Wedia uses the Adobe InDesign CC Server.

Database system mysql, Oracle, Microsoft...
Operating On provider server

Interfaces

Pre-press and printing
Order systems
Databases mysql, Oracle, Microsoft...
Other

Licence models

Costs for system setup Depend on system configuration
Buying license
Rental license ✓ Based on number of key users (contributors)

Wedia Germany GmbH

Wedia is a provider of Digital Asset Management software solutions to large organizations. We help customers streamline content production, enforce compliance, and to deliver the best customer experiences, which ultimately improve sales. Our platform is marketing-focused and is strong on customer experience functionalities. Our customers can power personalized marketing across all channels at unlimited scale, and ensure better consistency and continuity through extensive integrations.

Provider information

Founding year	2001
Total number of employees	120
Number of employees in Germany, Austria and Switzerland	20
Locations	Frankfurt am Main Paris New York
Industry specialisation	Digital Asset Management Distributed Marketing Management (incl. Web-to-Print) Digital eXperience Management Creative Content & Project Management Marketing Resource Management
Certificates	ISO 27001:2013 Recognized by Gartner and Forrester Microsoft Azure Gold Cloud Partner GDPR compliant Top 10 worldwide of Digital Asset Management Growth champion 2020 (ranked by "Les Echos")

Systems and services

Wedia