tenovos

# ONNIT & Tenovos

## Centralizing and sharing creative assets

Case Study

ONNIT

# ONNIT & Tenovos

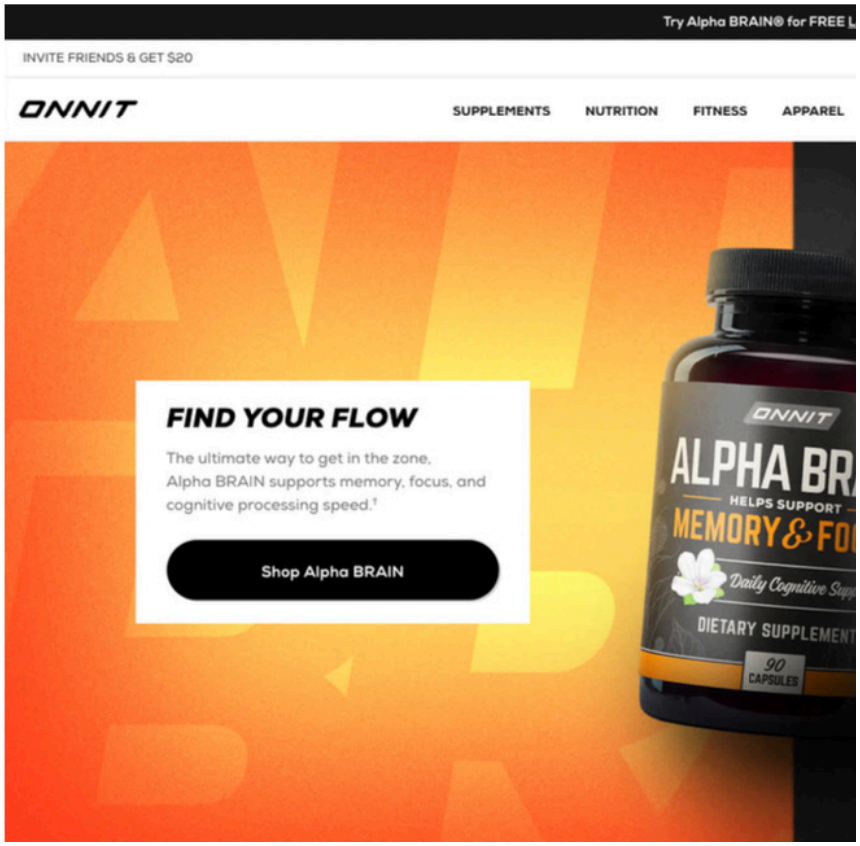
**CPG company**
Customer since September 2021

ONNIT, a Unilever brand, is the leading provider of clinically studied supplements, earth grown foods, and unconventional fitness tools.

**68%**
INCREASE IN CONTENT REUSE

**32%**
FASTER CONTENT CREATION

**14** HOURS/ WEEK
SAVED SEARCHING FOR CONTENT

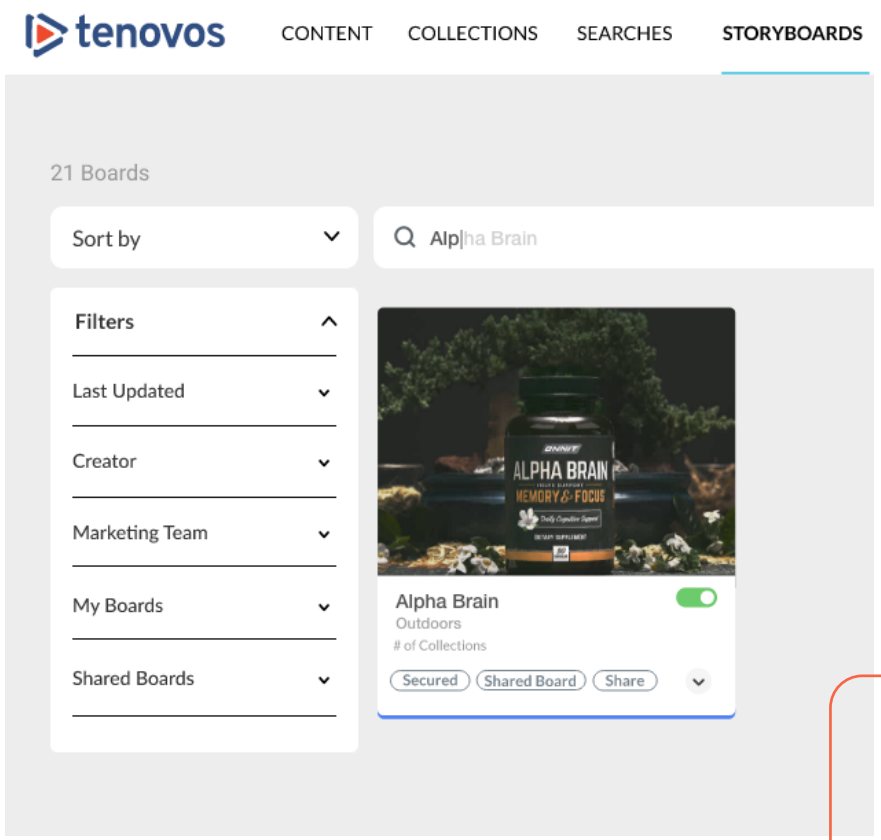



# Decentralized content and an inability to effectively share with partners

Like many enterprise companies, ONNIT had an overwhelming amount of content that was used for everything from digital marketing to product labels – the only problem was that no one could find it.

The company used more than 40 hard drives to store their digital assets, on top of a Google Drive system that didn't follow a standard organizational structure, and was full of duplicate assets and empty folders. This led to a significant waste of time and resources recreating existing assets or looking for content and finding nothing, and the inevitable (and constant) flow of content-related requests that users would submit as a result.

No department in the company was satisfied, and as the organization decided to take action to solve the problem, Tenovos was selected as the digital asset management solution of choice.



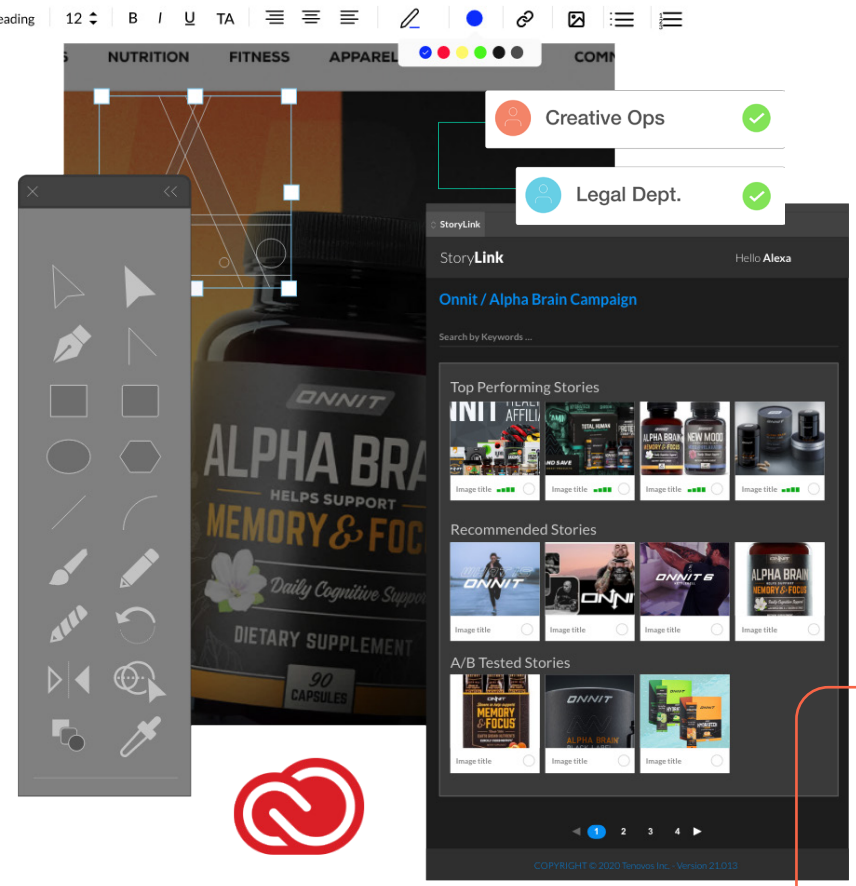

# How Tenovos provides value to ONNIT

## Increase content searchability through centralization

ONNIT has centralized and organized all of their digital assets into the Tenovos platform, making the content accessible to all stakeholders and departments as needed. They've configured the platform to optimize content findability through a robust metadata structure, and use features to organize their content based on user groups who need it.

**Key features:**

- Story Management
  (content organization, curation, search, and governance)
- Metadata configuration
- Brand tiles and badges
- Dynamic templates

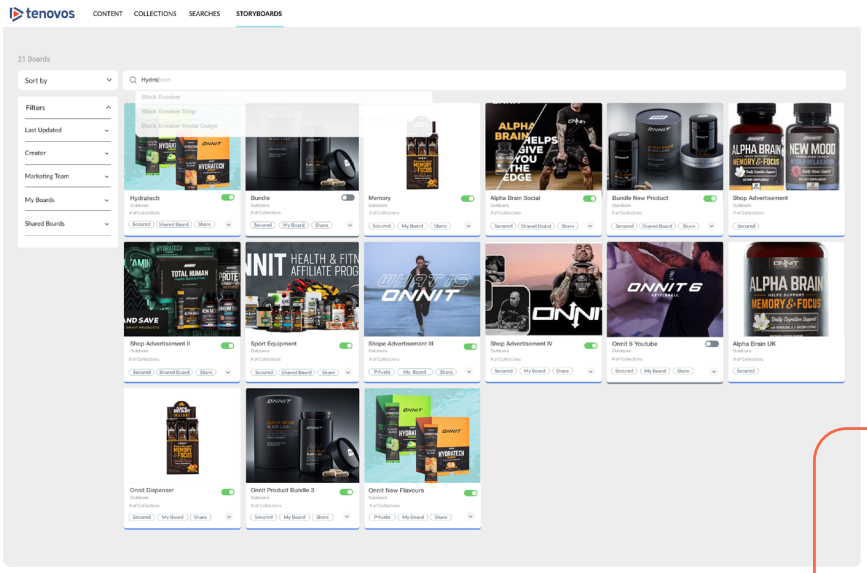



## Boost productivity with automated workflows

One of ONNIT's core user groups is the Creative team, which leverages brand and marketing assets within the DAM to complete their projects. Not only is it important for ONNIT that these users quickly find the assets they need to use, but also have a streamlined way to review and approve content, thereby increasing output and speed to market.

**Key features:**

- Workflow automation (review and approve)
- Storylink (creative suite integrations)
- Bulk uploading of content at scale

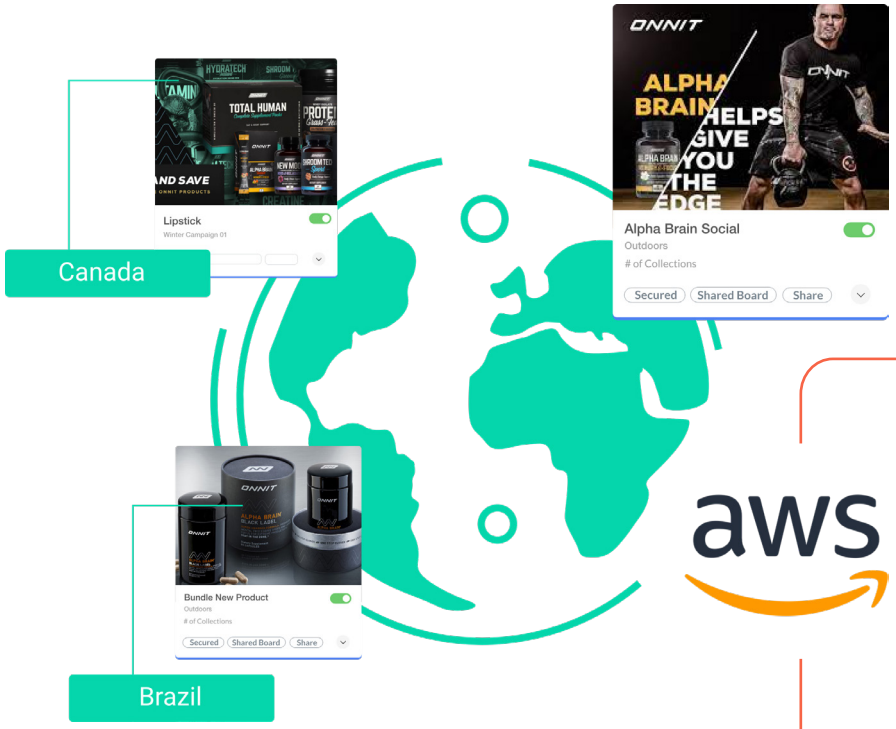



## Accelerate time to market with external content sharing

Whereas previously no content was findable, today ONNIT's assets are centralized and can easily be curated for external sharing. Leveraging Tenovos' Storyboards feature, any external partner can access the system and find only the content they need. This has significantly reduced the number of inbound content requests from partners, and increased speed to market for partner-related programs.

**Key features:**

- Storyboards




## Tenovos and AWS

Tenovos has partnered with AWS to help customers accelerate their cloud journeys and achieve their business goals by migrating their workloads to Tenovos on AWS. Through this collaboration, we provide the most innovative, modern digital asset management platform built using the most compelling AWS services and products, including

- Compute
- Storage
- Database
- Networking & Content Delivery
- Analytics
- Machine Learning
- Security, Identity & Compliance

# ONNIT & Tenovos:
# Partners for long-term success

As a rapidly scaling CPG brand, ONNIT relies on Tenovos to grow alongside its business – whether that means adding more storage in the future, continual growth of annual content uploads, or user growth, Tenovos is structured to scale up with the needs of enterprise businesses. Its ease of use as a productivity and content sharing tool has led to a 98% user adoption rate at ONNIT, indicative of the value users are extracting from the platform.

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To learn how you can experience the same benefits, visit tenovos.com.