



Full steam ahead with Schaeffler Group



Schaeffler is a globally renowned supplier to the automotive industry and a leading manufacturer of rolling bearings and linear technology. As a global player, Schaeffler has to interlink its divisions – including its communication teams.

At a glance

Project aim: Efficient and media-neutral text and image production, automated process steps and standardised media asset management for 10 versions of an employee magazine.

Solution: WoodWing Studio for editorials and publishing, Timone for page planning and WoodWing Assets for asset management.

Task: Transferring 10 versions of an employee magazine onto one platform and improving the collaboration between the editorial teams in the regions and countries. Aim: Efficient and, most importantly, media-neutral text and image production, automated process steps and standardised media asset management. Difficulty: A global group which publishes its employee magazines in numerous countries, in German, English, Korean and multiple other languages, and sometimes with different content.

With more than 82,000 employees, Schaeffler is one of the largest global family-owned technology groups with around 170 locations in 50 countries and a global network of production locations, research and development facilities and sales companies.



Standardised basis for standardised communication

Clear structures, defined work processes and joint systems form the basis for integrated communication. This is also the case in the corporate communication departments.

"Networks and integrated communication are crucial for a global player."

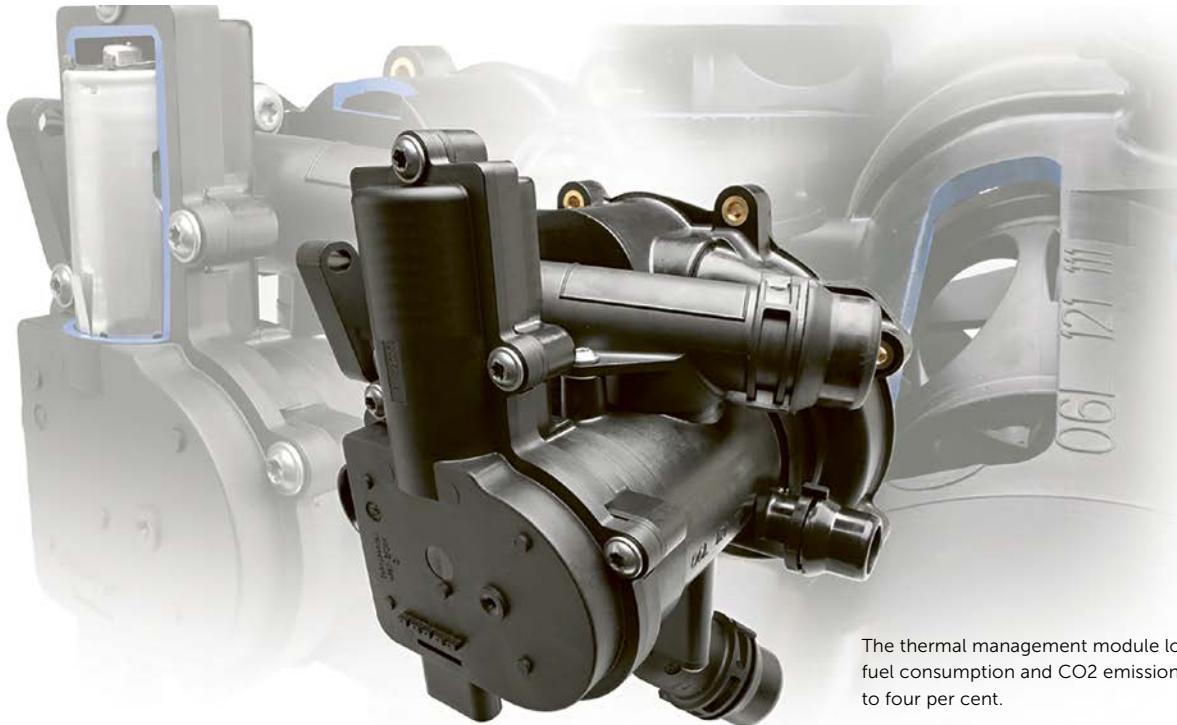
– Schaeffler Group

A global editorial system provides employees in these departments with significant added value and for the group as a whole. Schaeffler AG is convinced that, "A globally established system creates synergies between the global communication teams. It saves time needed for reconciliation and speeds up response times and efficiency when transmitting information optimally through various channels to the group and its employees."

Clear requirements for an optimal overall solution

Schaeffer Group took time to evaluate an internal editorial system. Quite some energy was expended in finding an optimal solution. "Most of all, the publishing system should be easy to understand, practically self-explanatory in its use and low-maintenance," comments Schaeffler. "It obviously also has to be future-proof and all-in-all low-cost."

At the same time, Schaeffler decided to realign its digital asset management and replace its existing system. One of the main specifications was therefore the smooth interaction between the DAM and editorial system. The two solutions were either provided by the same company or communicated intricately with each other without requiring any additional programming.



The thermal management module lowers fuel consumption and CO₂ emissions by up to four per cent.

The team members engaged in this project were given a comprehensive list of requirements for selecting suitable systems. The target specifications ranged from global availability with access options for external and internal employees and a multi-lingual function, including Korean and Chinese, to standard requirements such as high performance, conversion and approval options for various channels and the visibility of meta information of assets. "Only few suppliers made it into the final selection," remembers the communications manager. One of them was a&f systems. "A colleague in the communications department of another company spoke highly of a&f and its products. I got curious."

"In WoodWing Studio, work is done in one newsroom on one platform using the same tools. It is also easy to integrate external service providers, such as photographers, graphic designers, layout designers and other agency employees, in the system and to let them collaborate directly."

– Schaeffler Group

Another key project factor is the installation of WoodWing, emphasises Schaeffler AG. "We will soon have a standardised global platform for images and graphics. Once in place, everyone will know where to look for and archive images. This will make time-consuming global search requests a thing of the past."

Interaction between individual systems for visible target achievement

WoodWing Studio, formerly Aurora, for editorial and publishing, Timone for page planning, WoodWing Assets, formerly Elvis, for asset management and global availability of systems in the a&f Community Cloud: combined as one all-in-one system, these individual solutions will meet all of Schaeffler's target specifications over a period of two years.

"Some things are already easier, quicker and more direct – without taking the roundabout route via emails and attached corrected documents."

– Schaeffler Group

Schaeffler Germany is already using the solutions. The first improvements in corporate communications soon became obvious. The team members quickly learnt how to use the system and benefited from its advantages.

Schaeffler comments: "The employees of Schaeffler Group around the world will find out that the information design, variety and standardised handling of information contents will improve in the medium term."

SCHAEFFLER

Schaeffler Group is one of the leading global suppliers in the rolling bearing industry and is a renowned partner of almost all vehicle manufacturers.

Rolling bearings, friction bearings and linear guides for machine engineering as well as engine components for the automotive industry have been developed and produced under the INA brand for more than 60 years. FAG, a traditional brand with a history that spans back more than 100 years, is one of the renowned brands for machine engineering applications in the automotive and aerospace industries. LuK has been supplying vehicle drive train systems and components to customers all over the world for more than 40 years.

Schaeffler Group

www.schaeffler.com



WoodWing Studio



WoodWing Assets

Would you like to find out more about the
WoodWing project?

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