



# Data and process management in the Cloud – Yielding benefits to agencies, their partners and customers

Case study: Conquest advertising agency

## The baseline

When it comes to digital processes, Conquest is not only integrating its suppliers and external employees but specifically also its customers.

Communication with partners is largely carried out via email. Quite often, the volume of data to be transferred is very large. Collaboration on projects is usually subject to great time pressures – with people working at different times of the day or in parallel.

With standardised and proven processes for all of their services and by involving internal employees, external partners and customers, agencies not only increase efficiency but also raise customer satisfaction and can therefore build competitive advantage.

## The objective

The portfolio of Conquest includes consulting and optimisation of marketing processes.



“By using the Fabasoft Cloud, the collaboration between our team and our customers and external partners has considerably gained in terms of security, efficiency, traceability and quality.”

Klaus Lindinger,  
Managing Director,  
Conquest advertising agency

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More than 40 years of experience in the communications industry form the basis of these services. “In the past, sustainable optimisation often failed at the moment where it became necessary to consistently improve the data flow to the customers”, Klaus Lindinger explains. With the development of the agency itself and of its services portfolio, using the Adobe Cloud for the transfer of data and the administration of the respective processes had reached a limit. User management and data security were no longer satisfactory. Conquest was therefore looking for a new and modern solution that could be used as a data hub to manage projects together with its customers, would allow for decentralised work while at the same time having no drawbacks for the in-house team in its work on desktops.

## The approach

A Business Cloud is perfectly suited for the organisation of agencies and in particular for the requirements of Conquest. The agency’s main selection criteria were that the Cloud and the internal file server had the same data structure, that sharing large amounts of data with external persons and jointly working on them was easy, and that data security was ensured on a high level.

The choice went in favour of the Fabasoft Cloud. Conquest can decide independently per project or per customer which one of the three data centres in Germany, Austria or Switzerland will be used for data storage. Since Marketing is dealing with highly sensitive customer data, certified quality with regard to security, data protection, compliance and transparency by the highest European standards is of great importance. “Data security is particularly important for us as an agency that is contractually guaranteeing confidentiality”, Lindinger says.

## Benefits of the Fabasoft Cloud

Collaboration between internal and external users of the Fabasoft Cloud is intuitive. The Fabasoft Cloud client for Windows and Mac is in particular supporting work on large amounts of data. Customers can, for example, simply upload the raw data of a newspaper into the Fabasoft Cloud. The employees of Conquest as well as external partners, if necessary, then work on exactly this data.

With the graphical BPMN 2.0 editor of the Fabasoft Cloud, setting up a standard process for releases with customers requires no programming skills and is carried out within a very short period of time. Templates can then be used to start the release process automatically as soon as the newspaper has been finished, for example. In the Fabasoft Cloud, every person involved in a project – internally as well as externally – has a personal worklist with the tasks that need to be processed. Data can be accessed on every end device, also in mobile mode. The employees of Conquest therefore always work on the current data status with full security and at every location. There are no copies on third party servers. All activities are automatically and continuously documented and archived. Any previous document status can be used for comparisons and, if necessary, be restored.

## The next step

The next step will see the implementation of Fabasoft Digital Asset Management for the administration of pictures, videos and audio files. “The ease of configuration allowing users to download assets in the right and optimised size is great”, Lindinger says enthusiastically.

### About the company

Conquest is an owner-managed full service advertising agency that is offering its customers 360-degree support in strategic brand communication – ranging from traditional printed material to sophisticated web presences. With more than 40 years of experience, the team has seen virtually everything the communications industry has to offer. Highly trained and experienced employees and a network of reliable and trusted partners ensure that Conquest unites and integrates all sectors of communication to offer real full service in the area of advertising.

For more information see  
[www.conquest.at](http://www.conquest.at)