



TRANSFORMED PRODUCTIVITY WITH POWERFUL WORKFLOWS

Amplience & BMC



Overview

BMC Stock and Building Supply is a leading provider of diversified building products and services, serving builders and contractors in the residential housing market.

With locations in 18 states and 43 markets, BMC teamed up with Ampliance. The goal? Create rich imagery and powerful content with ease. Consistently. And with rock-solid systems that scale with BMC's vision.



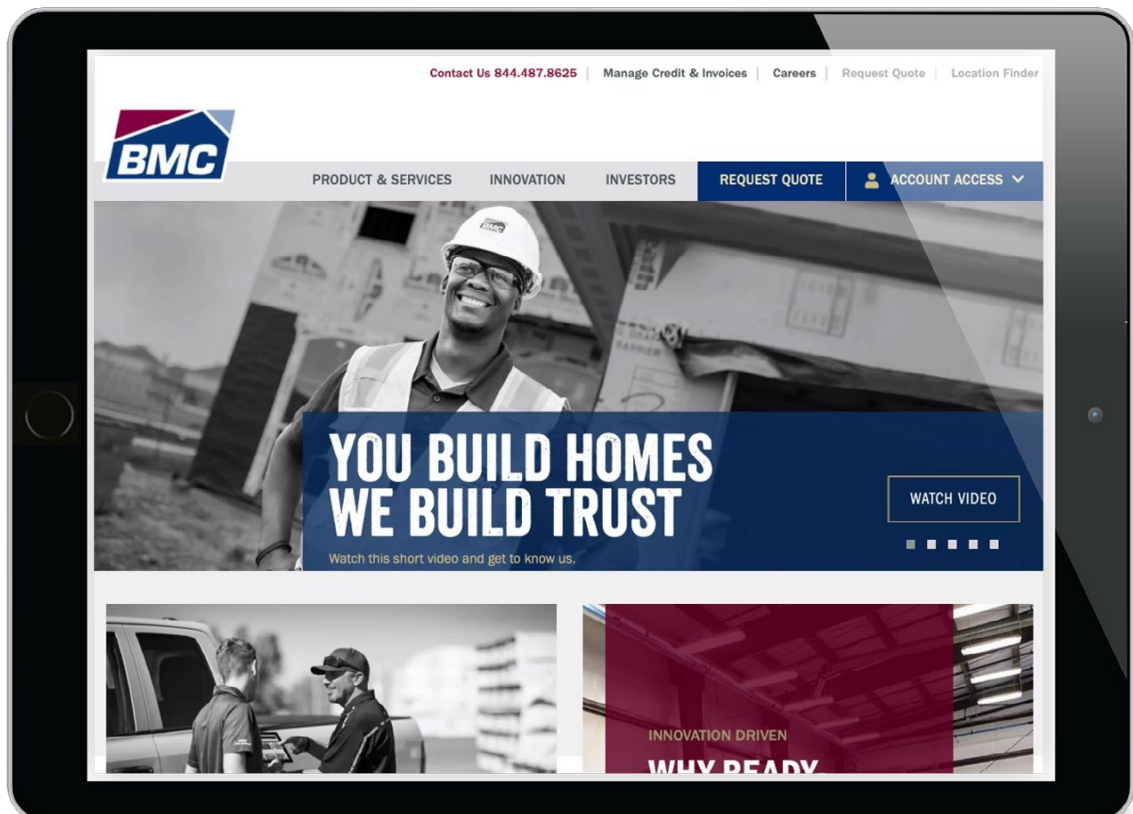
The Challenge

BMC has continued to expand since its website launched in December 2015. But after entering multiple new markets and brands, it became exhausting to keep up with publishing new content that looked fresh and performed seamlessly on every device.

BMC knew the cost of turning customers off with repetitive content, clunky images and unresponsive designs. With 100,000+ images and PDF files in constant need of manual resizing and upload, new workflows were needed to continuously serve up fresh content that is up-to-date and accurate.

KEY CHALLENGES

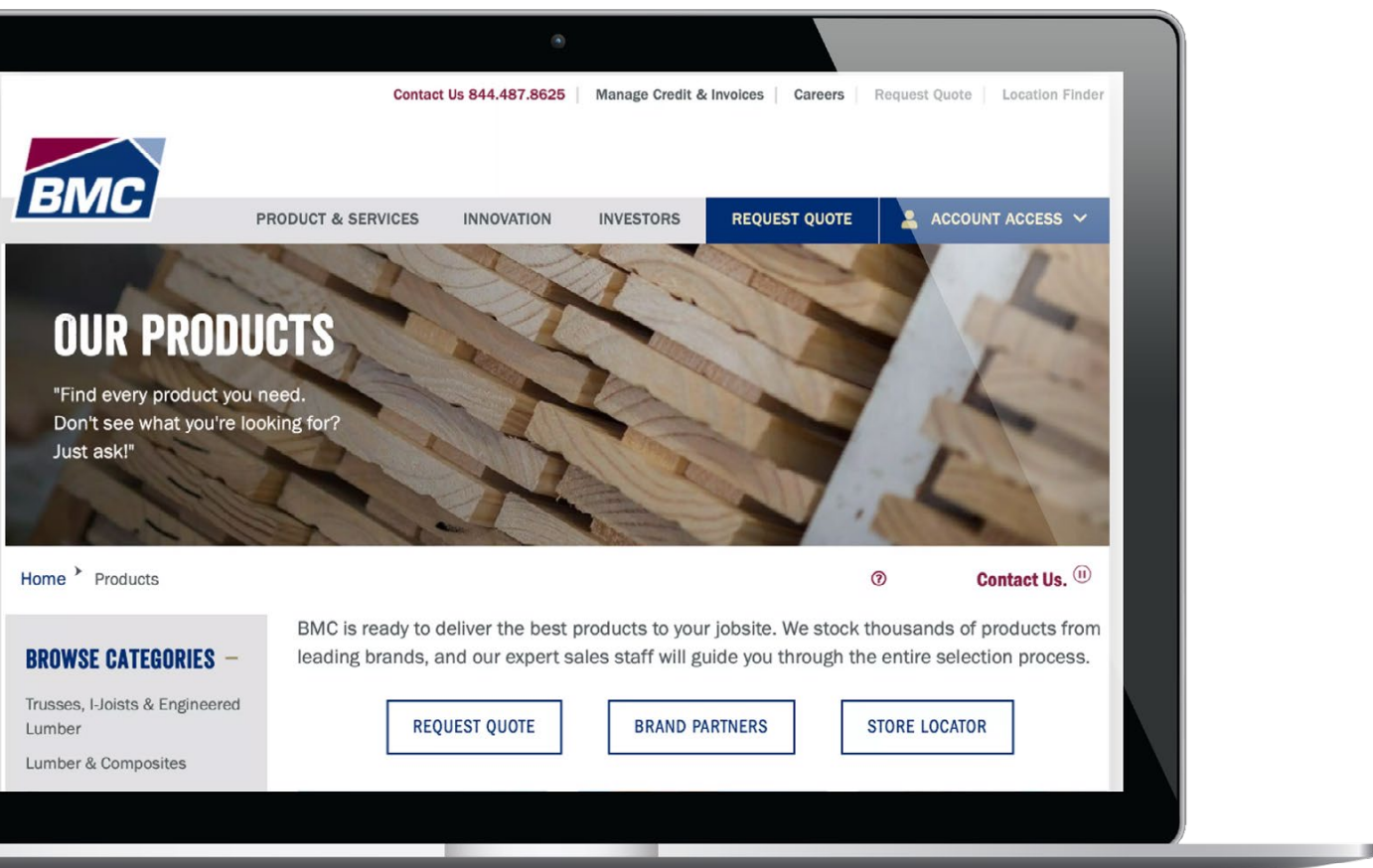
- Needed a scalable, agile system to manage and distribute content efficiently
- Ability to confidently publish engaging content for every device
- Solid processes needed to scale with company growth



The Solution

Amplience gave BMC a rock-solid platform to store all images and PDFs, integrating seamlessly with their existing eCommerce platform, SAP® Commerce Cloud with the minimum of fuss. With every asset easily searchable and ready to publish in stunning detail, manual image iterations were a thing of the past.

All digital content such as editorial, product, image, videos, PDF files, and delivery photos were stored into one single repository – saving teams hours of tedious processes that pulled them away from their top priorities. Fueling greater efficiency, collaboration and creativity.



How Amplience Made the Difference

Productivity, satisfaction and processes all significantly improved. Media search and discovery costs were lowered, as were collaboration costs – thanks to new shared folders, streamlined workflows and automation.




Re-using media assets was paying off too, as files were now easy to find and deploy. And Amplience went a step further to save BMC more time by creating a custom solution: suppliers could now drop materials off for delivery and take a photo to prove the delivery was made. Amplience lets BMC to configure the images correctly and store them in its database.

BMC is now on track to achieve its goal. Teams now have the platform to keep them at their creative and efficient best. With a single repository for all 25 million+ media assets, teams have the tools and workflows to create world-class content consistently. And that's exactly what its customers want.

“Amplience has enabled us to improve productivity and get more creative to deliver fresh content and accurate images.”

-BMC



-  Reduced media search and discovery costs by more than 90%
-  Reduced collaboration costs with shared folders, workflows, and automation jobs
-  Increased media asset re-use and ROI by making new media assets simple to find and deploy



Amplience powers digital-first brands and retailers with the freedom to do more. Our low-code CMS, DAM and Digital Experience Management platform allows more than 350 of the world's leading brand teams to manage content, not code. The result is a rapid ROI for our clients who are delivering data and insight-driven customer experiences that drive deeper, more valuable customer relationships. Amplience supports the industry's transition to Microservice, API-first, Cloud and Headless (MACH) technologies, is MACH certified and an executive member of the MACH Alliance.

Named a Strong Performer, Amplience was recognized by Forrester in The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021 report with the highest possible scores attained in the criteria of decoupled delivery, deployment and system performance, components, and marketplaces.

Powering customer experiences for the world's most innovative brands, Amplience's customers include Ulta Beauty, Coach, GAP, Crate & Barrel, Harry Rosen and Missguided.

Experience FREEDOM



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