



# MODERNIZING DOCUMENT MANAGEMENT FOR THE PIONEER OF SKINCARE INNOVATION

**Find out how Beiersdorf modernized its processes, improved access to mission-critical documents, and created a single source of information for its globally-distributed teams.**

The inventor of modern skin care, Beiersdorf is one of the most recognizable names in the cosmetics industry. Founded in 1882 in Hamburg, the company has been helping people to feel good in their skin for over 130 years. Today, the company is listed on the DAX with a portfolio of brands, including Elastoplast, Eucerin (makers of Aquaphor), Labello, La Prairie, Nivea, Tesa SE (Tesa tape), and Coppertone.

*“From construction documentation to an approval archive and real-time processing workflows, we needed specialist real-estate software to protect our existing document history and take the company forward with a better way of working.”*

– Alexander Hübner, Beiersdorf AG

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| <p><b>€8.8BN</b><br/>GROUP SALES FOR 2022</p> | <p><b>20,000</b><br/>EMPLOYEES WORLDWIDE</p> | <p><b>170</b><br/>SUBSIDIARIES GLOBALLY</p> |
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## THE CHALLENGE

The Beiersdorf real estate team had a dated document management system with a license about to expire. Faced with the possibility of losing around 15,000 business-critical plans and documents, the real estate team needed a solution that could be quickly implemented and provide worldwide access for its extensive team of architects and planners that sit outside of the core Beiersdorf team.

- Speed was critical so as not to lose an invaluable document history
- Stand-alone solution that needed to be extensively accessible as a single solution
- The ability to extend to other specialist divisions and functionalities in the business

## THE SOLUTION

Beiersdorf turned to Meridian because it can document and archive various data formats with a wide range of workflows. Initially deployed on-premises in the Hamburg HQ, Beiersdorf adopted the software for its cloud-based capabilities, which suit its globally distributed users. All historical documents have been scanned and added to the Meridian structure, making them easy to access, find, and annotate. Technical documents are directly linked to assets

- Permissions, access, and security clearance are much easier to manage
- Simple workflow means documents can easily be marked as checked
- Easily integrated into application software, like AutoCAD

*“Accruent was an established vendor with a great reputation. The team has also been incredibly helpful in setting us up and making sure we make the most out of the Meridian software.”*

## THE RESULTS

The adoption of Meridian significantly improved interdepartmental communication, resulting in decreased time spent locating and managing changes to engineering documents, improving employee and operational efficiency.

- Beiersdorf now has one single, structured plan known to all employees
  - everybody can find what they're looking for
- Easy to share information securely with people working outside the organization
- Approval archive means reduced admin burden

## SPEAK TO A SPECIALIST



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