



Grupo Anaya chooses censhare Cloud

Grupo Anaya, a key educational and book editing content provider, sought to modernize their fragmented legacy systems, which included various in-house solutions for image databases, digital resource management, and editorial processes. Grupo Anaya chose censhare Cloud to focus on specific business needs and enable business areas to transform rather than merely maintaining systems.

Fragmented in-house systems led to inefficiencies and limited content reuse. To streamline operations and improve content reuse across multiple education programs, Grupo Anaya chose censhare as their Digital Asset Management (DAM) and Headless Content Management System (CMS). The implementation of censhare's cloud-based platform has positioned Grupo Anaya to better support their business processes, offering significant time savings and enhanced workflow efficiency.

“censhare Cloud allows us to focus on our specific business needs, enabling our business areas to transform rather than merely maintaining systems.”

Challenges

Grupo Anaya’s existing infrastructure struggled with disjointed systems for images, digital resources, and editorial management.

The company faced difficulties in content integration and reuse, hindering efficiency.

Impact: The implementation of censhare will allow for streamlined operations, increased efficiency, and enhanced content management capabilities.



Benefits include:

Through censhare, Grupo Anaya is now able to improve operational efficiency but also embrace a flexible and scalable solution that supports their mission of delivering quality content. This partnership marks a significant step towards achieving their long-term vision of innovation and excellence in the education and book editing sector.

Why censhare?

censhare’s robust, integrated platform was ideal for addressing Grupo Anaya’s needs, offering a comprehensive solution that unified their content management processes.

By centralizing their content and metadata, censhare provides Grupo Anaya with more control over their assets, enabling seamless integration with third-party tools. This shift aligns with Grupo Anaya’s strategic goals of maintaining a comprehensive and efficient approach to content management, and is crucial for their educational objectives both in Spain and internationally. The transition to censhare has set the foundation for Grupo Anaya’s ongoing digital transformation, ensuring high availability, superior performance, and a future-ready infrastructure.