

**BUSINESS CASE:**  
**LA SOCIÉTÉ DES BAINS DE MER**

**La Société des Bains de Mer, a prestigious Monaco company for over 150 years, choses Orphea to create its online media center, accessible to the Group's 4500 employees.**

**CONTEXT & GOALS**

La Société des Bains de Mer was created in 1863 by order of the Prince's Palace, with the Crown of Monaco currently being its majority shareholder. As a major name in luxury tourism, the Resort Monte-Carlo SBM includes the most famous recreational sites in the Principality of Monaco, with an annual revenue of over **€460** million (2016).

In 2015, with several thousand pieces of media among its digital assets, La Société des Bains de Mer wanted to set up a new Digital Asset Management tool to replace the one it had previously been using. SBM's main goal was to improve the management of its digital resources used by various departments worldwide. The Group wanted to have a highly functional platform to facilitate the saving, classification, searching, and sharing of multimedia content (texts, photos, videos, and sound recordings) as well as their organization into multi-catalogs based on categories like: Communication, historical assets, press, sales, etc.

**ORPHA DAM SOLUTION**

La Société des Bains de Mer has chosen the Orphea DAM solution, which is popular among luxury brands, to manage over **15 000** pieces of media and fulfill various operational needs:

- Setting up different levels of access by profile: Administrators, contributors, clients (viewing and

downloading rights).

- Distribution via an API for use on other digital media (websites, mobile apps, etc.).
- Setting up a multilingual media base (French and English).
- Retrieving existing media and their metadata.
- Reusing content via publication and sharing channels, etc.

**En quelques chiffres...**



**460**  
Million of annual  
revenue



**+15 000**  
Managed digital  
assets



**+4500**  
Employees-Users



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Guillaume Jahan de Lestang,  
Media Center and Content Project Manager

## BENEFITS

«Orpheo's efforts allowed us to centralize our digital assets on a fast, easy-to-use platform that enables the integration of multi-format media,» says Guillaume Jahan de Lestang, Media Center and Content project manager. Orpheo created a tailor-made media center, customized to fit SBM's brand, in order to offer a tool that enabled greater autonomy in creation sections via navigation trees.

«The Media Center set up by Orpheo has enabled us to further enhance our content for our employees and users. For example, a New tab is devoted to promoting our most recently added media. A bimonthly newsletter is sent directly from the platform. These are small benefits that save us time and increase visibility

in our communications,» adds Guillaume Jahan de Lestang.

La Société des Bains de Mer's media center has facilitated the integration and centralization of the Group's photos, videos, documents, and audio files. It has made it possible to bring thousands of SBM employees together around a single tool. «Thanks to Orpheo, our 4500 employees around the world have become essential to communicating our brand and our digital assets.» concludes Guillaume Jahan de Lestang.

