



Case Study: Tarkett Modernizes DAM to PIM Integration with OneTeg

Customer:



Global leader in innovative flooring and sports surface solutions

Systems:

- OpenText DAM as Digital Asset Management
- Akeneo PIM Cloud as Product Information Management
- OneTeg as the integration and automation platform



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Executive Summary

As part of a broader digital modernization effort, Tarkett needed to rebuild a dependable and future ready integration between its Digital Asset Management and Product Information Management platforms.

This challenge intensified when Akeneo transitioned from an on-premise deployment to a cloud-based SaaS infrastructure. That shift effectively removed the existing integration layer and forced Tarkett to rethink how assets and product data should move across systems.

At the same time, several undocumented scripts were publishing assets to Amazon S3 and updating data inside OpenText DAM.

Tarkett selected OneTeg to replace this fragmented integration landscape with a centralized and transparent orchestration layer. OneTeg now manages asset synchronization between OpenText DAM and Akeneo while strengthening previously hidden publishing and update logic into clearly defined flows.

As a result, Tarkett improved integration reliability, reduced operational risk, and reclaimed a substantial part of administrative capacity that had been tied up in monitoring, troubleshooting, and correcting integration issues.

Business Challenge

Tarkett operates a complex digital ecosystem that supports product creation, marketing, ecommerce, and downstream content distribution. At the core of this ecosystem, OpenText DAM serves as the system of record for digital assets, while Akeneo manages product data and product relationships.

Over time, several issues began to surface.

Akeneo Cloud Migration Disruption

When Akeneo moved from on-premise to cloud, much of the existing integration logic no longer applied. Rebuilding the same approach would have preserved the same risks and limitations, which made a new strategy necessary.

Hidden Publishing and Update Processes

Key publishing steps, including asset distribution to Amazon S3 and certain updates inside OpenText DAM, were handled by scripts that were only partially documented.

Excessive Administrative Burden

DAM administrators spent a large share of their time watching integrations, confirming asset relationships, resolving publishing failures, and coordinating across teams to trace issues. As a result, less time remained for governance, optimization, and strategic work.

Limited Ability to Change

Because integrations and scripts were tightly coupled to specific systems, even minor changes required new development effort. This made it difficult for Tarkett to adapt as platforms and business needs evolved.

Solution Overview

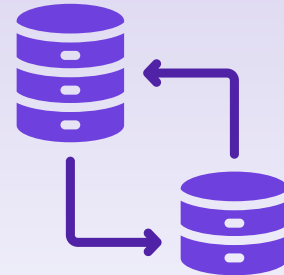
Tarkett chose OneTeg as a centralized integration and orchestration layer connecting OpenText DAM, Akeneo, and supporting publishing processes.

Instead of rebuilding point-to-point integrations, Tarkett used OneTeg to embody business logic into visible and configurable flows. These flows are now owned and understood by DAM and PIM stakeholders rather than buried in custom code.

Key Principles of the Solution



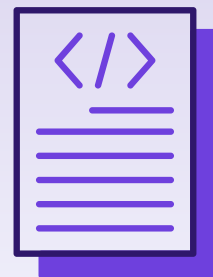
Decoupling systems so OpenText DAM and Akeneo can evolve independently



Bringing previously hidden publishing and update logic into managed OneTeg flows



Establishing clear ownership and operational visibility across integrations



Reducing dependence on custom scripts

What Was Implemented

With OneTeg, Tarkett deployed a coordinated set of integration flows that now govern asset movement and metadata synchronization across systems.

Product Asset Synchronization

When product assets in OpenText DAM are confirmed and published, OneTeg synchronizes the correct assets and metadata to the related products in Akeneo.

Collection and Non-SKU Asset Synchronization

Marketing assets such as brochures, installation documents, and datasheets are synchronized into Akeneo's asset library in a controlled and consistent way.

Bidirectional Collection Alignment

When assets are assigned to or removed from product collections in Akeneo, OneTeg reflects those changes back into OpenText DAM. This keeps both systems aligned at all times.

Consolidated Publishing and Update Logic

Previously external scripts that modified OpenText DAM data were replaced or complemented by OneTeg flows. These processes are now documented, monitored, and governed as part of the DAM ecosystem.

Business Impact

Improved Reliability and Confidence

Asset and metadata synchronization between DAM and PIM is now predictable and consistent. Downstream teams can trust Akeneo to reflect the current and approved state of content.

Reduced Operational Load

By automating validation, synchronization, and publishing processes, Tarkett significantly reduced the manual effort needed to keep integrations running smoothly. Administrative time once spent on issue management is now focused on higher value governance and optimization work.

Clear Ownership and Visibility

Integration logic that was once hidden in scripts is now fully visible within OneTeg. Ownership is clear, execution is traceable, and operational support is far simpler.

Flexibility Without Custom Code

Integration flows can be adjusted, extended, or reused without writing or supporting scripts. This enables faster response to platform changes and business needs with lower risk.

Architecture Built for Change

With OneTeg in place, Tarkett can upgrade platforms, introduce new systems, or change processes without rebuilding integrations from scratch. The integration layer now supports long-term evolution rather than limiting it.

Looking Ahead

With OneTeg as its integration foundation, Tarkett has turned integration from a hidden technical liability into a visible and adaptable business capability. The DAM and PIM ecosystem is now easier to operate, easier to evolve, and better aligned with Tarkett's long-term digital strategy.