



How Tesla Reduced Operational Cost by 20%



INTRODUCTION

Tesla, a global consumer brand operating in 37 countries, faced challenges managing brand assets due to manual processes, SharePoint limitations, and inconsistent brand representation.

OBJECTIVE

Tesla aimed to centralize brand asset management, enhance partner collaboration, and improve searchability while ensuring brand consistency.

CHALLENGES

Tesla faced slow workflows due to manual asset sharing, a lack of branding in SharePoint, poor searchability caused by inconsistent metadata, and brand inconsistency due to limited partner access.

Key Data

Industry: Consumer Electronics
Use Case: Brand Portal, Channel Partner Portal
Number of Portals: 2
Content Source: SharePoint

CUSTOMER FEEDBACK

"Smint.io Portals has reduced our manual tasks, like sharing materials via email, and saved us valuable time. The easy search function and user-friendly interface make our database accessible to partners."

Digital Media Manager

Results

- ✓ Reduced manual effort and minimized email exchanges
- ✓ Partners can easily access the latest assets
- ✓ Branded and user-friendly interface improving accessibility and engagement

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