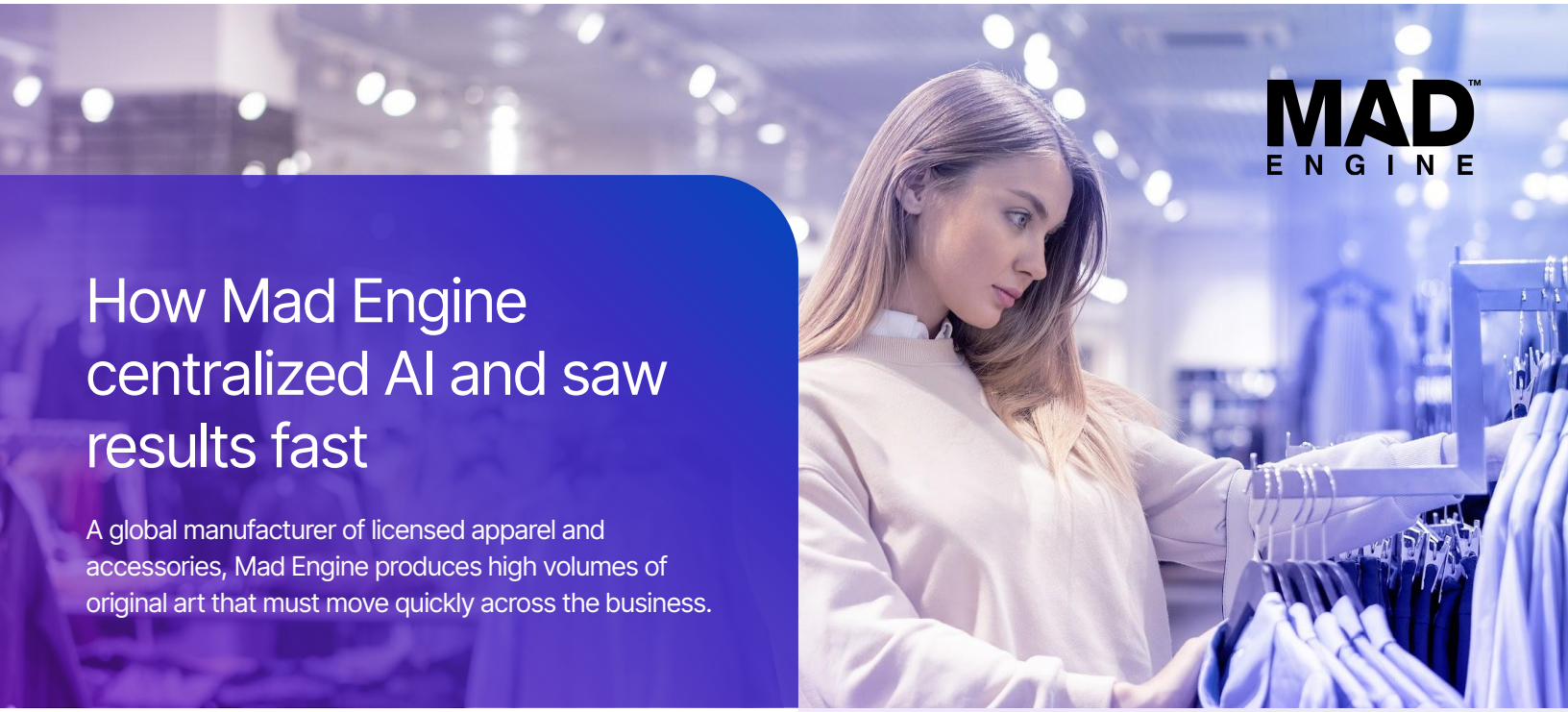
vertesia

CUSTOMER STORY



How Mad Engine centralized AI and saw results fast

A global manufacturer of licensed apparel and accessories, Mad Engine produces high volumes of original art that must move quickly across the business.

Mad Engine's creative teams were spending too much time on manual asset tagging. Basic AI tools weren't built to work together and ad hoc experiments added cost without lasting results.

Mad Engine partnered with Vertesia to turn creative-asset workflows into a secure, scalable AI operation.

THE CHALLENGE

The company needed a centralized approach that could automate metadata enrichment, protect licensed IP, and use the right model for each task without disrupting the systems teams already relied on.

They were navigating:

- Manual, incomplete metadata tagging
- Fragmented point AI tools
- Costly one-off AI experiments
- Strict IP, security, and data-control needs

THE SOLUTION

A centralized AI hub, designed to scale

Vertesia integrated directly into Mad Engine's application stack, so AI could enhance workflows already in place. Together, the teams mapped workflows, prioritized use cases by value versus effort, and launched with the highest-value, lowest-effort opportunity: automated asset ingestion.

The platform supports multiple AI models, enabling the best fit for image processing, text description, and production-data analysis, within a secure, tenant-isolated environment. Mad Engine data remains in its environment and is never used to train models.

THE RESULTS

From manual tasks to automated workflows

Vertesia helps Mad Engine automate the heavy lifting of creative operations, and move art from creator to customer faster.



Asset ingestion is fully automated
When an artist saves a design, it flows into the digital asset management system, is tagged, vectorized, and distributed with minimal human intervention.



Natural-language and visual search
Teams can search the way they think—such as "show me everything with red polka dots"—or upload an image to find visually similar designs.



Production workflows are automated
Vertesia extracts Pantone color data during ingestion and sends it directly to import vendors, removing manual production steps.



Faster licensing and speed to market
Phase-two workflows use the enriched asset data to accelerate licensor approvals. Art reaches sales teams and buyers faster, with fewer delays.



AI adoption is growing
Teams saw AI making their jobs easier, not replacing them which helps increase platform adoption across the company.

Who is Vertesia best suited for?

"If a company wants to implement AI with trust and in a practical way, they really should work directly with Vertesia. They can help navigate the process, make the right choices, and bring it to fruition," says Gary Gaffney, EVP of Technology and Systems.

WHY VERTESIA

Immediate ROI with incredible value

Vertesia didn't just automate asset tagging. It created a trusted, extensible foundation for making creative assets more intelligent, searchable, and useful across the business.

What once relied on manual librarians and incomplete fields is now a fully automated workflow. That's not just a productivity gain. It is a new operational capability.

For a licensed apparel company managing valuable brand IP, secure AI that delivers real ROI means more art moving accurately from creative to sales, and ultimately to buyers.

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Having a platform like Vertesia has been just a godsend. We're able to use it with confidence, knowing it's secure, knowing we have trust. It's very powerful and it's helping us solve real problems and recognize ROI.

Gary Gaffney
EVP of Technology and Systems
Mad Engine