

# Company

Imory is a company with high standards, fair goals and good customer relations.

Our strengths are software development and work in editorial teams.  
Our solution and our services enable us to network companies and people and to exploit new potential.

Our communication with customers collaborates and of course with each other is always honest, appreciative, direct and fair. Therefore, we want to introduce ourselves and be seen.

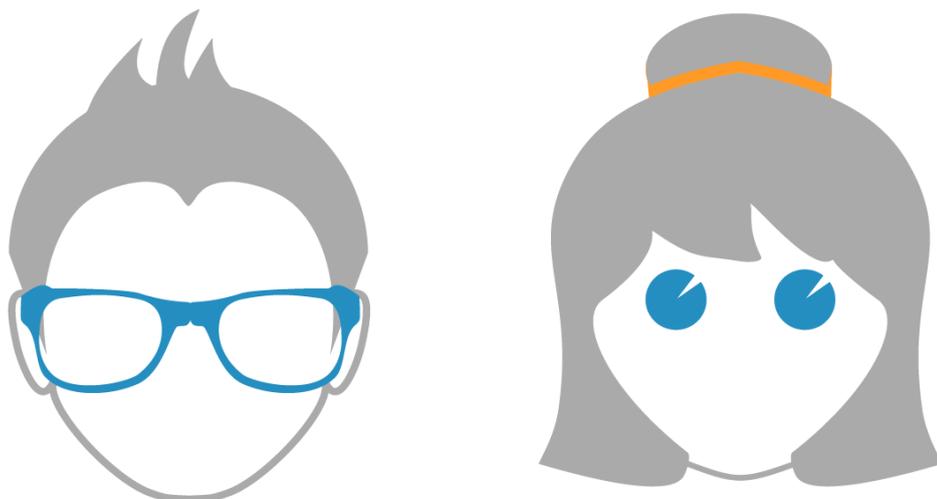
The opportunity to bring in new ideas, to initiate creative changes and to bring together agile teams is our motivation.

The brand of the company becomes the brand of the "Mitmacher".

Our software redefines the term "digital newsroom" and sets standards for corporate communications and marketing.

We are a young company. Experienced, open-minded people from different departments of processes, software and IT have joined forces. We are sure that an economically successful future of companies depends more than ever on the right and up-to-date brand communication.

We will shape this future and look for it every day.



# Solution

For a successful brand communication, a central coordination for fast and agile methods is necessary.

With features from editorial fields, Imory enables companies to become media companies. The announcement of its own brand is "Brand Love". Be prepared for current and disruptive market situations and always one-step ahead of the market.

This increases the reach of the information - equally for "owned, earned and shared content". With the use of Imory, a clear market advantage through editorial methods and faster communication is achieved with less effort.

Our cloud service offers a central platform (without internal IT effort) and enables optimal cooperation across the borders of countries, directorates, departments and teams in the shortest possible time.

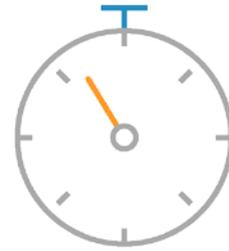


## The editorial process

The solution is NOT a tool, but a digital process mapping for the agile collaboration of people. The solution has features such as semantic analysis, learning monitoring (e.g., for influencer management), and easy-to-use team functions.

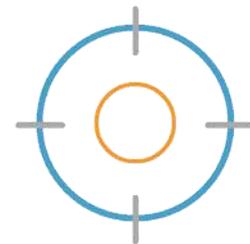
## Efficient

No more isolated tools and isolated solutions. Imory supports the entire process chain and unites all communication disciplines. Efficiency with a holistic solution.



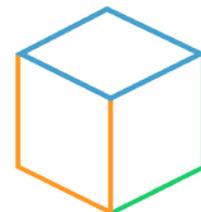
## Effectively

Different, channel responsible 'no longer plow each for the same topic. Instead, cross-channel usability of existing topics in the digital newsroom. Universal topic planning effectively uses time and resources.



## Transparent

Maintain and bundle all PR and marketing content in one (digital) location. Information is available transparently and is not hidden in different machines and documents. Overview of all participants about the communication topics available in the company.



## Uniform

Instead of silo landscapes, in which the wheel is reinvented time and again, Imory enables cross-functional collaboration and team spirit. All departments with communication functions are brought together centrally. The company communicates as a homogeneous, recognizable personality.



## Together

Corporate communication, product communication, marketing and all other communicators meet (digitally) in Imory. So they can use ideas from each other, find synergies and avoid contradictions.



## Easy to introduce

With Imory, you do not have to tear down walls to make room for a physical newsroom, here you meet in the digital newsroom, across offices and across borders.



## Easy to use

Publish and communicate with just a few clicks. Available to all. From the Sustainable Campaign to Ad-hoc Announcement.



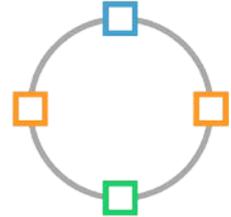
## Workflow Management

Orchestration and coordination of planning, production, publication, reporting and monitoring. Voting and dialogue clearly arranged in the newsroom. Manage appointments, tasks and contacts securely.



### **Cross-Channel**

Due to the diversity of channels and target groups, the information must be provided accurately. With Imory, you ensure that the content is fed into the appropriate channels for media and target groups.



### **Monitoring**

Using semantic analyzes or learning monitoring methods (for example for influencer management), communication strategies can be evaluated, important messages can be monitored and trends can be identified. Strategic planning of communication through targeted monitoring, because reach alone is not a success factor.



### **Skalierbar**

We have consistently developed Imory for every business form and size. A good dialogue with the target groups does not depend on the market segment or (more) on the size of the company. Small teams can benefit as much from Imory as international corporations. Of course multilingual and for every platform.



## Conclusion

With our secure cloud services, rapid deployment, ease-of-use and editorial processes, Imory has everything it takes to shape communication for the present and the future.

The new form of brand management and marketing dialogue requires more than playing in ever-new channels.

Always one-step ahead with Imory.



# Contact

For us, the times when there was a different communication between customers and partners are long gone. We are happy about anyone who presents us with suggestions, ideas but also with critics and challenges.

We are looking for dialogue!

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