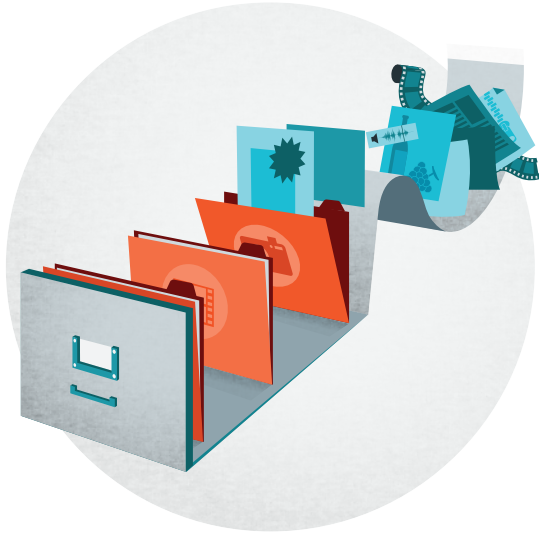


360° marketing content management for the enterprise

Marketing Content Hub integrates and blends boundaries between traditional marketing silos. It provides an integrated solution for Digital asset management (DAM), Marketing portal, Marketing resource management (MRM), Web to Print, Digital Rights Management (DRM) and Product information management (PIM).



Digital Asset Management (DAM)

Store, manage, distribute digital assets

Manage digital marketing assets – including photos, layouts, packaging artwork, video, 3D, source files and more – aligned with the way you do business. Designed for challenging scenarios, we support complex metadata, thorough security, and worldwide distribution.



Marketing Portal

Set up a dialogue with your marketing community

Set up a direct dialogue with your marketing community through an engaging, branded, responsive marketing and brand portal. Complement data and media files with your own editorial content, context - including brand guidelines, campaign and product launch briefings.



Web to Print

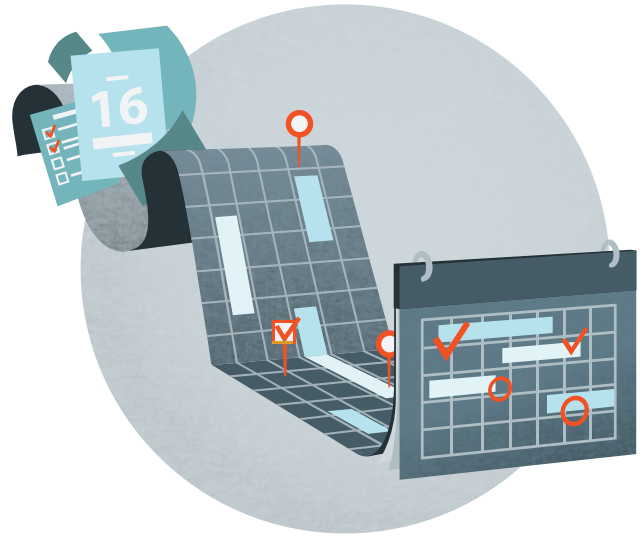
Allow users to self-service and automate collateral creation

Create templates for web to print and allow users to personalize collateral from their browser. With an easy to use, browser based editing UI, any user can quickly combine layout templates with product content or other structured information to create product specification sheets, shelf talkers, catalogs, posters, flyers, business cards and other pieces while guaranteeing brand consistency.

Marketing Resource Management (MRM)

Streamline marketing content planning, production and publication

Plan your marketing calendar and organize your content production with a structured and streamlined process. Allow your project managers to master their operations through stage-gate workflows and dashboards and steer teams towards their targets with collaboration tools including browser-based annotation and validation.



Product Information Management (PIM)

Stay on top of your product content management

Seamlessly integrate existing product data from master data platforms with new marketing content and assets into one single version of the truth. Support of multiple brands, complex product ranges, lifecycle and localization makes this the perfect tool for all your PIM needs.



Digital Rights Management (DRM)

Keep track of rights and match intended use with what you've licensed.

Rights profiles and the option to add contracts allow you to organize large sets of assets with sophisticated rules. If you don't have the rights, there is a workflow to support the process of acquiring additional rights.



Marketing Content Hub

Marketing Content Hub comes with powerful configuration and integration features.

Highlights include an extensive Hypermedia RESTful API, flexible authorization through OAuth2, a configurable domain model and the ability to configure the UI to match your brand identity.

We provide onboarding services, a 99.9% uptime SLA and support to help you get the most out of your solution.

Modular solutions for SMB and large organisations

Our Enterprise SaaS offering comes with a private, cloud-based setup and premium support options.

Marketing Content Hub is also available in a Professional, multi-tenant SaaS model with a user-based pricing. The base platform and add-on Apps allow for a modular implementation.

