

smint.io  
PORTALS



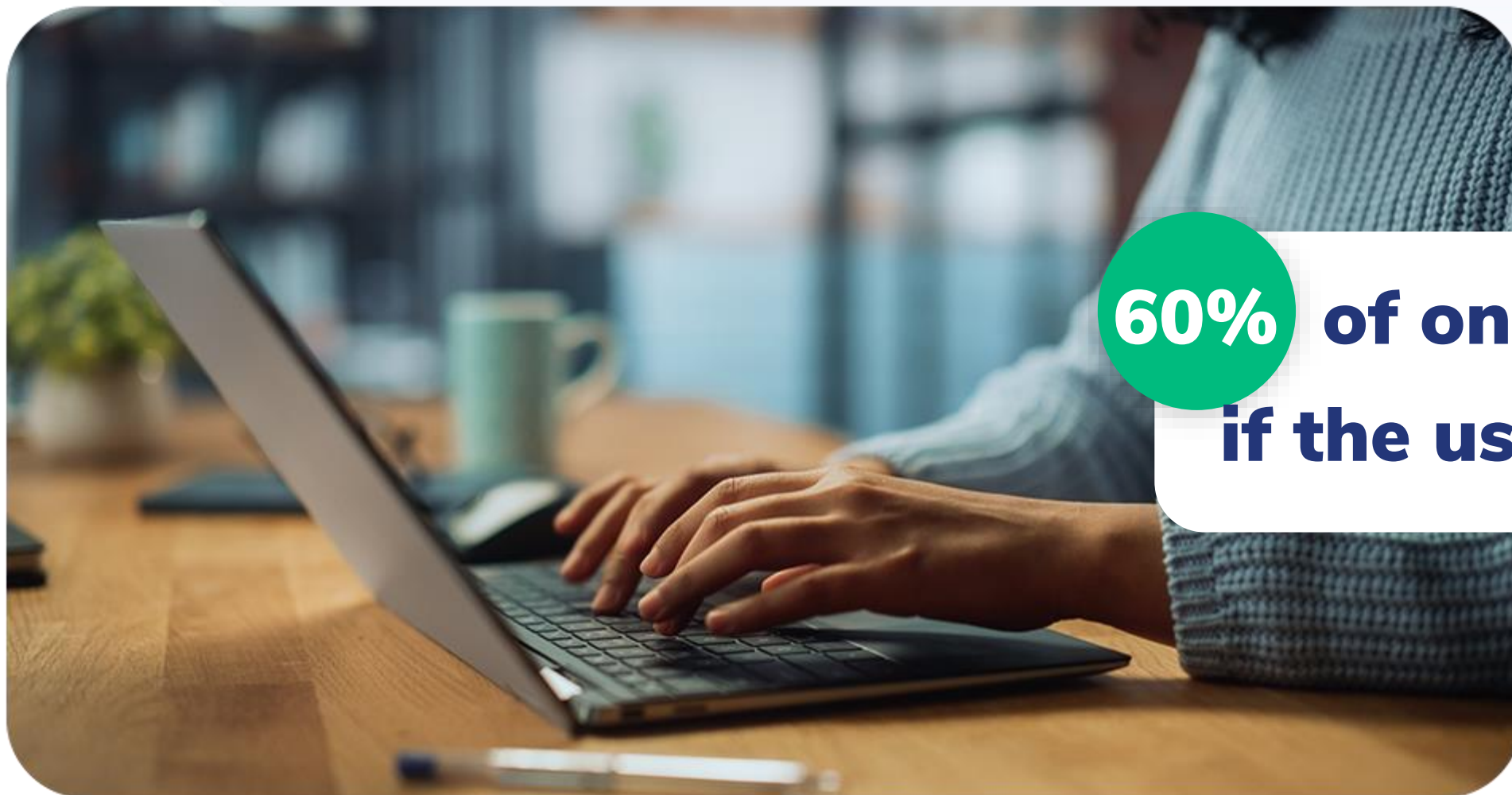
The better **future** of digital **stakeholder engagement** 🔍



For successful brands it is key to engage effectively with their stakeholders.

**The best way to achieve that online, is through content and by delivering exceptional digital experiences.**

Delivering exceptional digital experiences becomes harder and harder as the expectations of all of us get more and more demanding.



**60%** of online adults will **abandon** a website if the user experience is **unsatisfactory**.

1.0 ★☆☆☆☆

COVID-19 uncovered significant problems in digitally interacting with stakeholders. It now is a focus issue.

**58%** of firms say that management of stakeholder engagement is a **top priority** on their agendas.



The pivotal factors for effective external engagement,  
McKinsey & Company, May 26, 2020

Source: <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/the-pivotal-factors-for-effective-external-engagement>

Many important stakeholders can only be engaged through special **content-focused** digital experiences.

**Partners**

**Press**

**Employees**

**Investors**

**Public authorities**

**...**

## Digital content experiences (excerpt)

**Brand Portal**

**Press Portal**

**Partner Portal**

**Media Center**

It is **not easy to build** such experiences, as sophisticated features are required:

- Search, find, retrieve up-to-date content
- Collect and share assets
- Handle download renditions and variants
- Fine tune design for consistent brand experience
- Authentication, auth domains (internal, journalists, ...)
- Task management for requests and approvals
- Combine different content and data sources
- Advanced use cases (e.g. Web2Print integration)
- AI use cases (content targeting, personalization, ...)

# Or launch the supertanker?

(recent news show what can happen)



**DXP - Digital experience platforms**

**Individual development**

**Where is that **pragmatic solution** that lets anyone create brand consistent digital content experiences for stakeholders quickly, easily and without help from IT experts?**





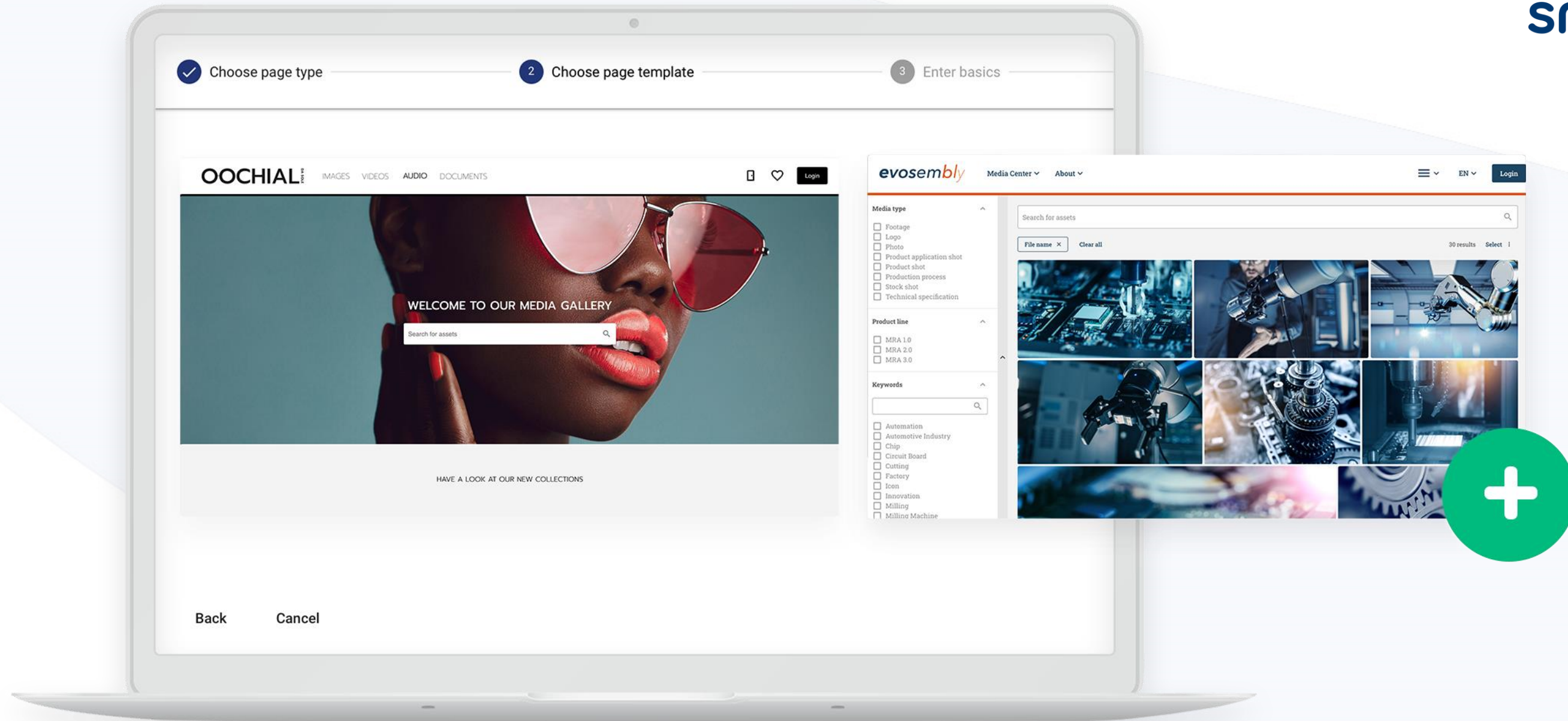
# With Smint.io Portals everybody is a maker

(even if they don't know it yet)

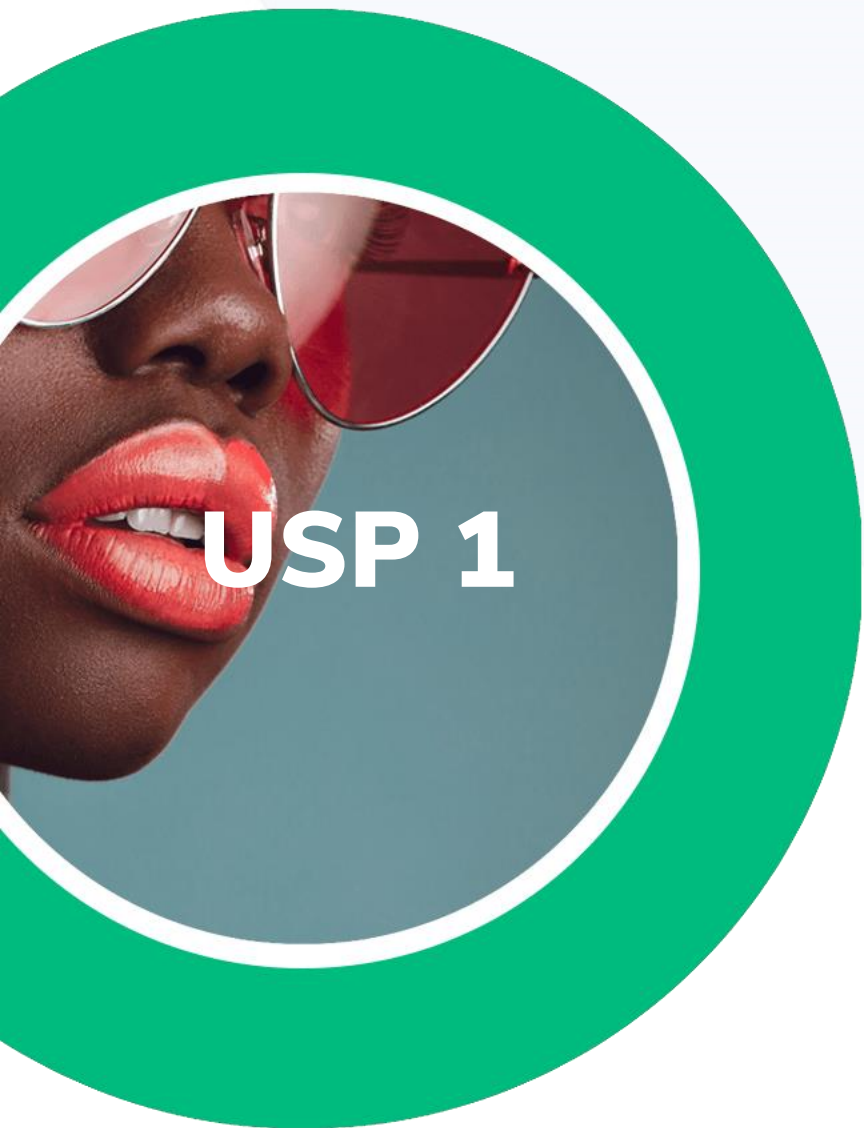


**Smint.io Portals is a Content Experience Platform to **publish** your content, **surprise** your stakeholders with a truly lovable digital experience and **elevate** your brand experience.**

Because you never get a second chance to make a first impression.



**Build your Brand Portal, Press Portal, Partner Portal or Media Center in no time.**



## Consume content from where it lives.

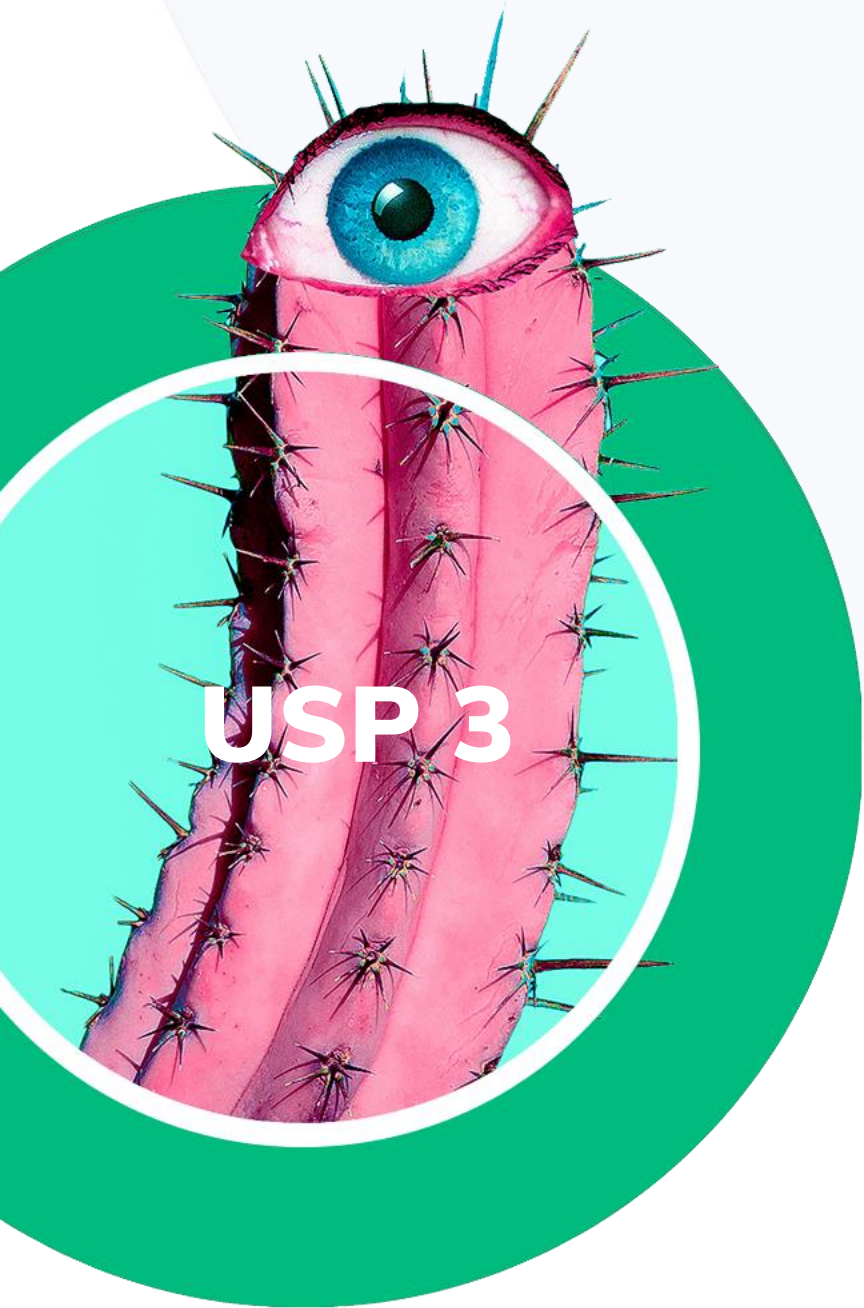
Smint.io Portals consumes content from many content sources. Different content sources can even easily be layered or combined into one. By this, our customers can easily use content from all their content silos.

## Solve problem holistically

Smint.io Portals is not just (yet another) page builder or web CMS, but it enables users to create a complete problem solution in minutes. This removes the barriers of creation for our customers.



USP 2



## USP 3

### **Flexible yet easy to use**

We built flexibility into our product from the very beginning. Yet we harness that flexibility to make the product easy to use. Organically grown competitive products cannot achieve this.

## Pragmatic approach

Our portals are opinionated. For the sake of ease of use and to speed up solving the problem, we avoid micro-managing designs and settings. However, flexibility can be introduced easily whenever needed.



**USP 4**

## Have a look at our portals





# Megatrend “No-code”:

Up to **10 x faster** than  
traditional methods

Source: Forrester 2020, Why you need to know about low-code

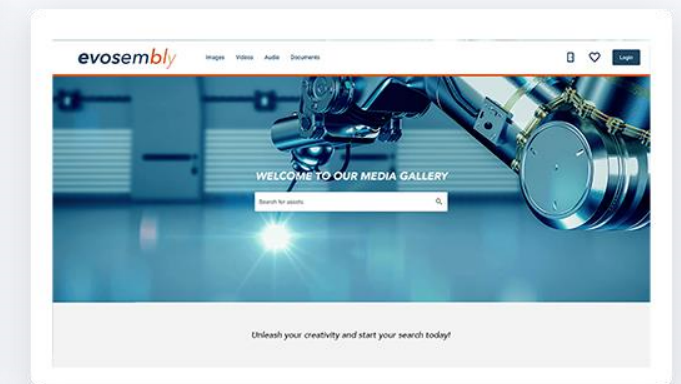
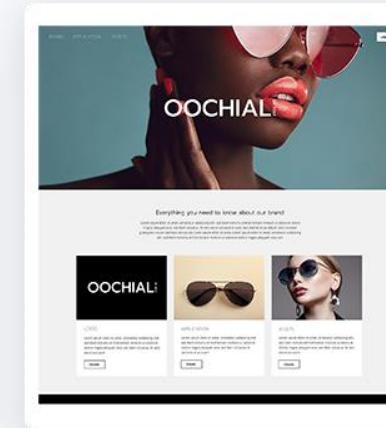
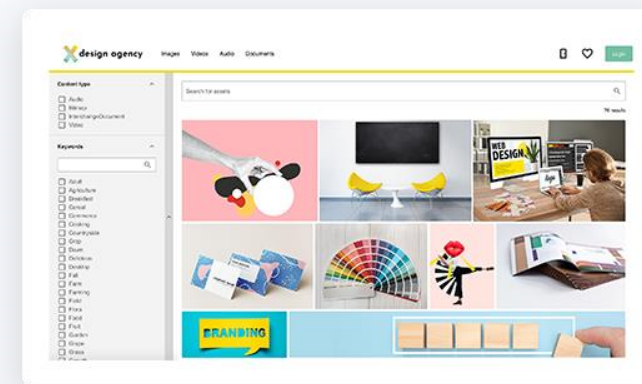
# The no-code approach with **Smint.io Portals**

Curated, **lovable** portals based on templates, with all features included

**No-code setup**, creation & branding for business users

Extensible **no-code connectors** & component SDK

**Existing data sources** & identity management



Smint.io Portals Cloud Service

No-code portal connectors

Digital Asset Management (DAM)

Product Information Management (PIM)

Headless CMS, ECM, Cloud Storages

Identity / SSO



- ⊕ Media library project
- ⊕ Internal and external users
- ⊕ 2000+ users
- ⊕ > 500.000 assets
- ⊕ Fully up and running already
- ⊕ Unanimous user acceptance



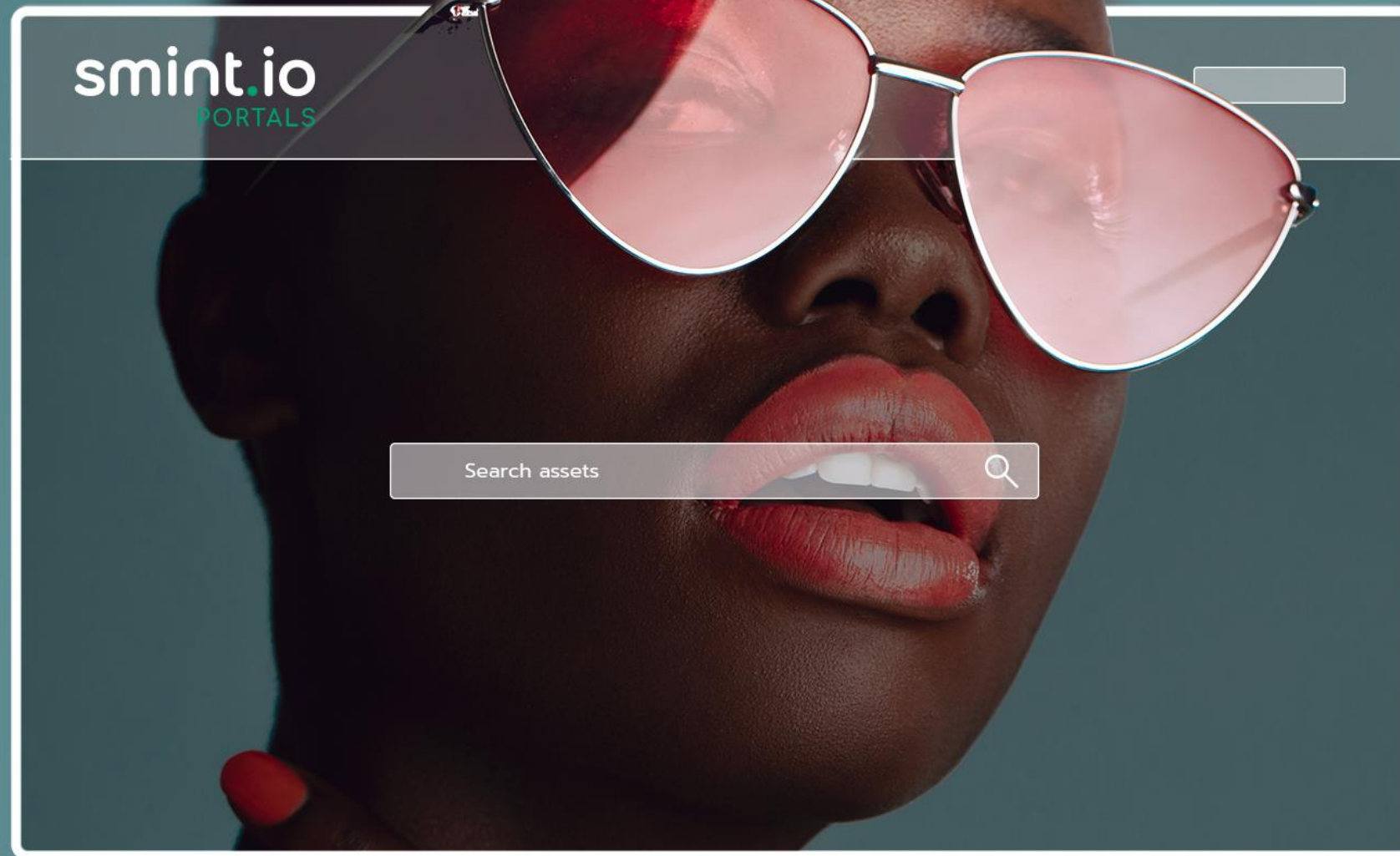
The switch over to the new platform, flawless functionality, and the fresh look of the microsite were executed perfectly.

The release of our Media Gallery is a huge success!



**Jim Byrne**

Director Global Asset Management  
Pearson Education



## Your benefits with **Smint.io Portals**

- Up and running in no time
- Creates your fully-featured solution
- Consume content from where it lives
- Sophisticated identity & permission management
- Flexible and CI compliant, yet easy to use
- 95% of use cases covered by no-code
- Special use cases through SDK
- Out of the box compliance (GDPR, ...)
- Dynamic content routing
- Analytics / AI capabilities (upcoming)

# Pricing

smint.io

Bestseller!

Starter

180 €

per portal per month, yearly subscription, free  
1 month trial

REGISTER NOW

Features:

- ✓ Media center use case
- ✓ Custom logo & colors
- ✓ Custom domain
- ✓ User groups and authentication
- ✓ Global CDN delivery
- ✓ 1 DAM/PIM/CMS connector

50%  
Discount for  
Start-Ups

Advanced

380 €

per portal per month, yearly subscription, free  
1 month trial

REGISTER NOW

All from "Starter" plus:

- ✓ Press portal use case
- ✓ Unlimited users
- ✓ Multi-language support
- ✓ Whitelabeled emails

Professional

690 €

per portal per month, yearly subscription, free  
1 month trial

REGISTER NOW

All from "Advanced" plus:

- ✓ Brand portal use case
- ✓ Custom styling through CSS
- ✓ Use company identity providers
- ✓ All available DAM/PIM/CMS connectors
- ✓ Smint.io Portals Analytics (Q4 2021)

Enterprise

Custom

Custom pricing available according to your  
needs

REGISTER NOW

All from "Professional" plus:

- ✓ All use cases
- ✓ Custom forms
- ✓ Build own templates, connectors and components (SDKs)
- ✓ Customer success manager
- ✓ Backend Single Sign-On (SSO)
- ✓ High availability / SLAs



**Do you have further questions?  
Please get in touch now!**

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