

When  
**INFORMATION** is your  
most important asset

# YOU NEED CONTENT AND INFORMATION MANAGEMENT

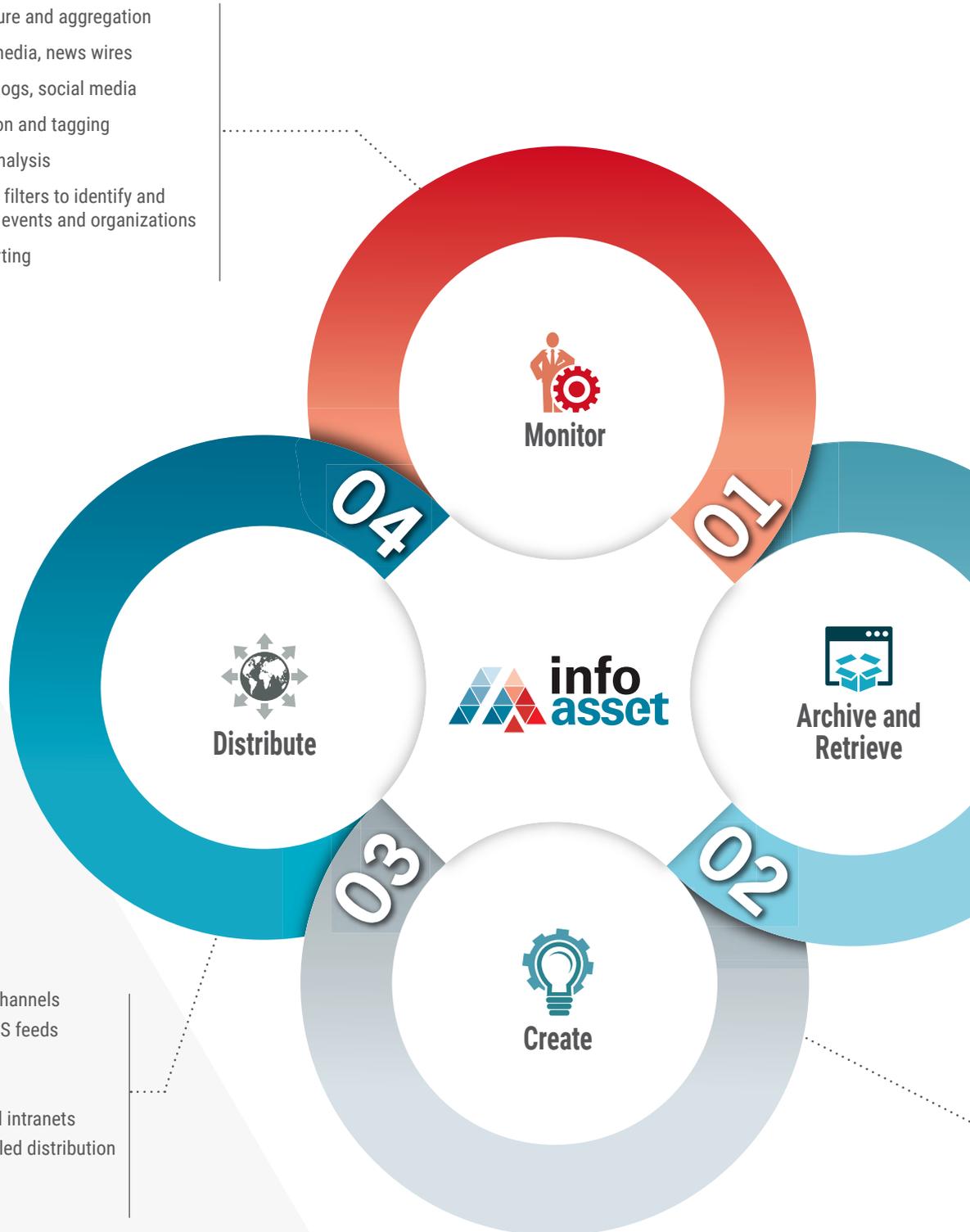


# The explosive growth of content and channels are changing the way organizations communicate with their internal and external stakeholders.

From supporting multichannel content-based marketing strategies to the need for corporate image mapping and the daily publicity monitoring, plus the need to stay current on developments in legal, regulatory and economic affairs, the ability to monitor and exploit content is more important than ever.

Infoasset gives you the capabilities you need to monitor, collect, filter, evaluate, verify and manage content from multiple sources including websites, social media, intranets, emails, newsletters and blogs in real time, combined with the tools to create multimedia content and distribute it seamlessly to all your stakeholders via their preferred channels.

- ▶ Real, time content capture and aggregation
- ▶ Traditional and online media, news wires
- ▶ RSS feeds, web sites, blogs, social media
- ▶ Automatic categorization and tagging
- ▶ Automatic Sentiment Analysis
- ▶ Power search tools and filters to identify and track people, locations, events and organizations
- ▶ Notifications and Reporting



- ▶ Multiple social media channels
- ▶ Websites, blogs and RSS feeds
- ▶ Mobile apps
- ▶ Emails and newsletters
- ▶ Digital publications and intranets
- ▶ Automated and scheduled distribution
- ▶ Print ready output

Who is  
it for

From Marketing and Sales to PR, Human Resources and Executive Management, infoasset provides the tools you need to streamline all aspects of content monitoring, creation, publishing and archiving.

## Beyond Content Marketing

- ▶ Unified interface to monitor multiple social media platforms, websites and blogs in real time
- ▶ Social listening and sentiment analysis functionalities
- ▶ End to end, real time monitoring of campaigns' design, creation and execution
- ▶ Centralized storage and lifecycle management for all types of digital content and assets (brand portal)
- ▶ Multimedia content is easily distributed across multiple platforms and mediums, properly customized
- ▶ Enhanced collaboration with external partners via remote, role-based access and specific workflows
- ▶ Integration with existing marketing tools, 3rd party apps and external data stores

## Constant Information Flow

- ▶ Effective vertical and horizontal communication
- ▶ Exchange of knowledge to coordinate work and problem solving
- ▶ Empower middle-class executives and front liners as part of the organization's business continuity plan
- ▶ Ability to formulate customized «packages» of information, depending on specific thematic targeting (publicity, seasonality, competition, industry regulatory framework, etc.) or group of recipients
- ▶ Address rumors and concerns on the part of employees and the general public

## What do you gain?

- ▶ Reduce the high cost of collecting, creating, managing and distributing content
- ▶ Gain insights into your company, the brand and the competition
- ▶ Protect your brand with access control, approval tools and a common content archive
- ▶ Safely expand collaboration with powerful assignment and approval tools
- ▶ Ability of generating revenue from commercially exploiting the content existing within the organization
- ▶ Solution provided in SaaS model, leading to significantly reduced IT costs, fast set-up and deployment across the organization

- ▶ Centralized storage environment for all types of digital content and assets
- ▶ Powerful search tools and access management
- ▶ Automatic collation of external content
- ▶ Automatic categorization by topics and themes
- ▶ Integration with external data stores

- ▶ Create new content, repurpose and edit aggregated and existing content
- ▶ Combine text, video and images
- ▶ Create different versions and formats to suit the audience and channel
- ▶ Editing tools with commenting and version control
- ▶ Powerful assignment, editorial and approval tools
- ▶ Plan, manage and share editorial calendars

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# YOU NEED CONTENT AND INFORMATION MANAGEMENT

ATC is an expert in designing and supporting news, content and information management platforms. We are committed to provide integrated, purpose-built and fully modular solutions that generate a constant content flow via multiple channels, stimulating the interest and engagement of your audience. The Infoasset platform enables communication, press office, regulatory or legal division of any organization to manage the entire volume of information collected, but also the appropriate workflows for creating and distributing content to both external and internal stakeholders.

The company maintains an active presence in the EU, the Balkans, Central Europe, Middle East and North Africa via a vast network of partners and its 2 subsidiaries located in London (UK) and Brussels (Belgium).

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