aprimo™

5 Essential Elements of Modern Content Operations
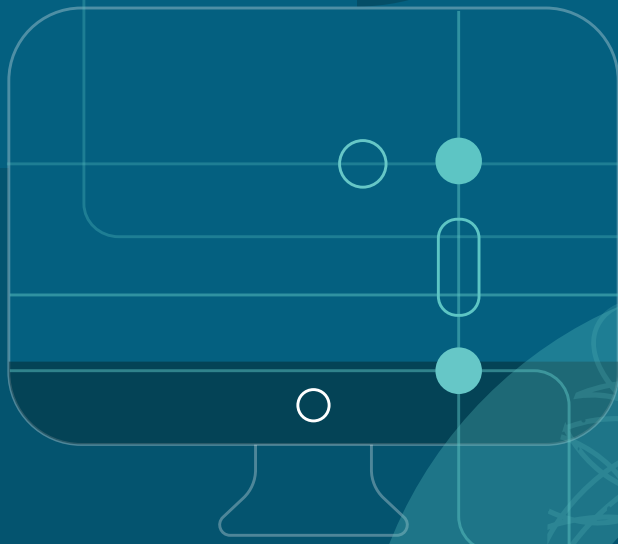
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The Content Deluge Is Unmanageable
for Today's Marketing Teams

Today's marketing teams are working at breakneck speed to keep pace with the demand for the great content that powers omnichannel customer experiences. The result, however, is a content deluge that has not only saturated markets but has also become unmanageable for organizations.

For starters, many businesses simply lack the tools and teams required for effective digital content management. This is then compounded by trying to reach new economies of scale by producing more content rather than looking at how they produce it.

Content operations is the set of processes, people, and technologies needed for strategically planning, creating, managing, and analyzing all content types for all channels across a business.

Most organizations that have not adopted a content operations mindset still treat content as merely a byproduct of the business rather than a strategic one. Content operations helps you start treating your content as you would a product or service. It puts intention and strategy behind the content you produce and distribute and reduces the drag of the content deluge on your creative teams and the customer experience.

From upstream creative ideation all the way to downstream delivery, teams need to unlock efficiencies and optimizations at every stage of the content lifecycle because they are:

- Mired in slow, disjointed project management, review and approval processes

- Spending huge amounts of time and energy searching for existing content

- Often duplicating efforts because they can't find what they need or don't know the content already exists

- Concerned over compliance and the risk associated with misuse of assets

These factors all combine to severely impact operational efficiency and the ability to scale. Left unchecked, they will increase the costs associated with content creation and distribution, delay time to market, reviews and approvals, and expose the organization to unnecessary risk. This degrades the user and customer experience, and overwhelms and frustrates teams already fatigued by trying to keep up with demand.

How to make content a strategic part of your business

As the market evolves, the way we think about content must evolve as well. The content lifecycle has been traditionally perceived as a linear process – content has a beginning and an end, passed through a series of discrete steps – from planning and creation to delivery, analysis, and archival. Modern marketing teams need to adapt to support a nonlinear content lifecycle. One that is agile and iterative, always-on rather than sequential, an approach that helps teams shift from reactive to proactive, predictive, and prescriptive. Establishing an organizational capability for this level of transformational change requires an investment in a strong foundation for supporting modern content operations. And that begins with digital asset management (DAM).
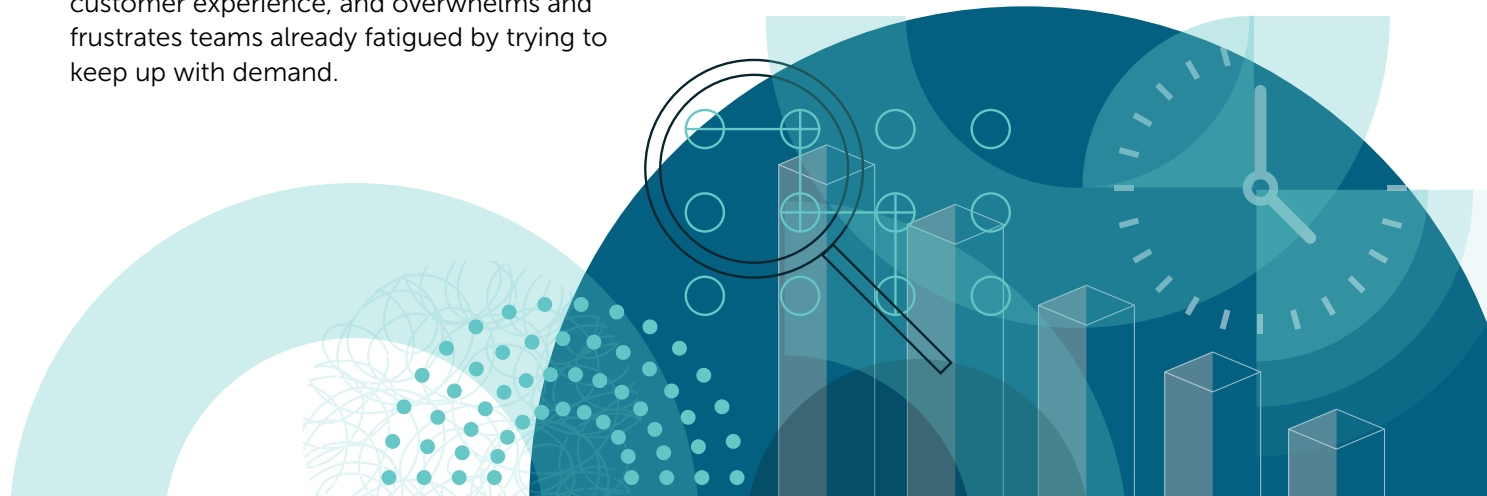
DAM Is the Foundational Backbone
for Content Operations Maturity

DAM has been around for decades, initially serving as a content repository – a mere parking lot for storing assets – but today's DAM technology has finally caught up to the promise to be what Forrester called "a content strategy cornerstone." This kind of best-of-breed DAM is rare, but has the power to support every stage of the content lifecycle, while providing sophisticated levels of analytics and insights.

A best-of-breed DAM provides better recommendations to end users, orchestrates content across the MarTech ecosystem (including publication, assembly, modification, and expiration in third-party systems), enabling brands to fully automate predictable and repetitive processes so teams can focus on strategy and creativity. The best-of-breed DAM supports this vision in four key ways:

Fits into an integrated ecosystem.

A DAM that is best-of-breed rather than a monolithic system gives organizations agility and flexibility to build the best ecosystem for business fit. It is technology agnostic, integrating with multiple CMS platforms, PIM solutions, CRM, and third-party AI providers to augment metadata extraction capabilities, and connecting to analytics tools for enhance content performance insights.

Supports the content lifecycle from upstream creative to downstream delivery.

A modern DAM is no longer a simple asset repository, but a powerful platform that powers all aspects of the content lifecycle, including content planning and strategy. Best-of-breed DAMS can support work-in-progress content, productivity, and upstream activities in the creative process, enabling asset workflows, reviews and approvals, and providing connectors into creative suites.

Builds the foundation for content automation at scale.

The right DAM can help organize all enterprise marketing and brand content, enrich it with multifaceted, business-specific metadata, and set up content models and automation rules to populate them. These capabilities help organizations scale their content across every channel for exceptional customer experiences.

Seamlessly integrates with MRM solutions.

Your DAM should easily integrate with Marketing Resource Management (MRM) systems to enable productivity, planning, and spending management. Together, DAM and MRM can help you improve personalization efforts, accelerate time to market, and get deeper insights from creative operations and content performance to inform strategy, and ensure seamless handoffs from content creation to distribution.

Aprimo Is the Recognized Content Operations Expert

Named The Leader in the Forrester Wave™: DAM for Customer Experience Q1, 2022

Aprimo leads with strong AI and workflow capabilities, underpinned by content atomization to support the full content lifecycle - from creative effort all the way through downstream performance.


> **Content automation at scale will help brands meet omnichannel personalization goals and create enhanced customer experiences."**

FORRESTER®

Named The Leader in the Forrester Wave™: Marketing Resource Management, Q3, 2022

Aprimo received the highest scores of any other vendor in the current Offering and Strategy categories and was the only vendor named a leader in the MRM category.
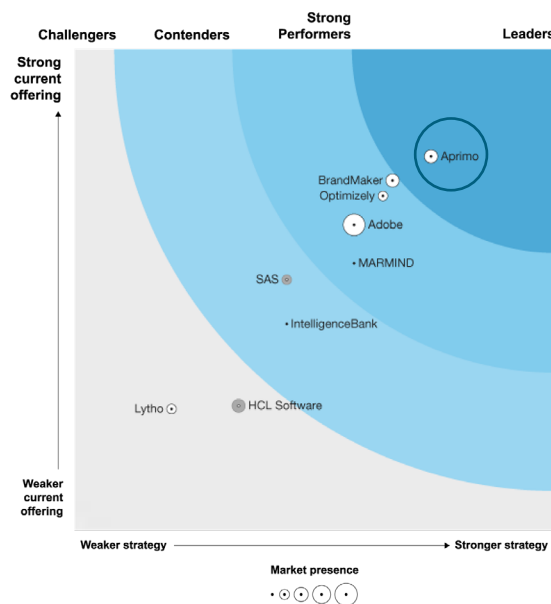
> **Aprimo is a stalwart in the MRM market, equally adept in money management, people management, and content management."**

FORRESTER®

Aprimo DAM received a "5" in 21 of 27 criteria

- ☑ AI metadata extraction
- ☑ Search
- ☑ Digital rights management
- ☑ Intelligent content generation
- ☑ Translation and localization
- ☑ Workflow and approvals
- ☑ Version control
- ☑ Video management and delivery
- ☑ 3D content
- ☑ Content performance analytics
- ☑ Portals
- ☑ Usability and user interface
- ☑ Agile CMS
- ☑ Product information management
- ☑ Creative toolset integration
- ☑ Financial Services capabilities
- ☑ Product vision
- ☑ Market approach
- ☑ Planned enhancements
- ☑ Partner ecosystem
- ☑ Commercial model

5 Essential Elements of Modern Content Operations

Let's explore why optimizing your organization for modern content operations has never been more important and the essential elements that will get you there.

5 Going Beyond DAM

4 Performance at Scale

3 Metadata, Findability, and Experience

2 Intelligent Automation

1 Integration Support for Your Marketing Ecosystem

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Integration Support for Your Marketing Ecosystem

Technology-agnostic content operations

In today's complex digital world, it's impossible for brands to fully standardize with one vendor for their entire omnichannel stack. Therefore, your content operations, with DAM as the core, should be omnichannel-centric, technology-agnostic, and well integrated. With a best-of-breed DAM, you gain the independence to unify and scale your customer experience across every channel via extensible and open integration.

Increasingly, brands are adopting a "multi-CMS strategy" to accelerate time to market and "get closer to their customers." A technology-agnostic DAM can serve omnichannel needs across any CMS, multiple CMS's in parallel, and virtually any channel type and ecosystem configuration. This is impossible if your DAM is simply an add-on bolted onto a primary CMS vendor. A technology-agnostic DAM becomes that universal content engine, independent of any changes you make to your technology solutions down the road. Instead of relying on a restricting set of tools that usually only "speak" with one another, an independent DAM gives you the ability to easily work within a mixed ecosystem so you can accelerate time to market and conversion.

Aprimo powers extensible and open integration for agility and flexibility

Aprimo is technology agnostic, so we know integrations better than anyone in the market. We have nearly 80 packaged connectors – including more than a dozen CMS solutions, APIs, services, and more, in our marketplace. Plus, with Aprimo QuickConnect, customers can connect to any web-based application in minutes vs. the months it takes with platform solutions.

Benefits to Aprimo Customers

- Independence from any one ecosystem or platform: you can make the future state technology decisions that are best for your organization

- Agility and flexibility to connect to the tools your people are already using and love

- Can experiment with new channels and strategies, which often requires new marketing technologies

- Attract and retain employees by providing the best technology available

- Flexible licensing – pay for what you need; can be replaced without incurring extra costs

FORRESTER®
WAVE LEADER 2022
Digital Asset Management For Customer Experience

Forrester gives Aprimo the highest marks for ecosystem integration

DAM for Customer Experience Wave Q1, 2022

Under the category of enterprise integration, Aprimo was the only vendor to receive a perfect score of 5 in the sub-categories of Agile content management system (CMS), Product information management (PIM), and Creative toolset integration.

> **QuickConnect is very easy and simple to use. It seamlessly makes integration happen; it's like magic."**

Rebecca Watson, Digital Content Manager

National Park Foundation.

Where the all-in-one platform model falls short.

Limited flexibility and integration beyond the platform

Takes months to deploy with a steep learning curve

Higher licensing costs, greater tech debt, paying for everything whether it's used or not

May not be built on a unified architecture – often due to acquisitions where the DAM is built on a different code base, using different content models, user accounts, and asset storage

ESSENTIAL ELEMENT

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Intelligent Automation

Automation is a strategic imperative for content operations

Customer personalization is a top strategic priority for many businesses, but developing and delivering content to support personalized experiences can cripple your team's efficiency, workflows and content lifecycle. Today's marketers are faced with myriad internal and external challenges and often don't have the time or resources to reach their full potential. Taking back control of an often-chaotic internal process is critical for brands that compete mostly on content quality and customer experience.

Intelligent automation is also a top strategic imperative for organizations. It enables them to streamline and scale decision-making, simplify processes, free up resources, and improve operational efficiencies.

"In the future, humans won't create all the content themselves. They'll slowly hand off that responsibility to machines, especially for rote and mundane content creation . . . Content automation at scale will help brands meet omnichannel personalization goals and create enhanced customer experiences." **

Aprimo AI fast-tracks content operations

Aprimo's proprietary AI is purpose-built to relieve customers from the manual, time-consuming work that often plagues the content lifecycle. It helps content, creative, and management teams focus on collaboration and the work that drives real value. In addition to helping automate project management tasks, improving asset discoverability, and maximizing asset reuse, Aprimo AI learns over time, continuously improving to make more accurate decisions based on your unique business needs.

"Aprimo's product vision, which is underpinned by AI and content atomization [modular content] and aims to support the full lifecycle of content performance — from creative effort all the way through downstream performance — stands out." **

"

Automating production processes removed the need for dedicated project managers saving approximately

$450k* per annum.

Aprimo Customer - Consumer Packaged Goods

*All stats are based on Aprimo user data.
**The Forrester Wave™: Digital Asset Management for Customer Experience, Q1 2022

Benefits to Aprimo Customers

- Streamline Collaboration
- Accelerate Time to Market
- Optimize Productivity
- aprimo AI
- Eliminate the Work About Work
- Create Richer Brand Experiences, Faster
- Avoid Bottlenecks
- Maximize ROE and ROI

3
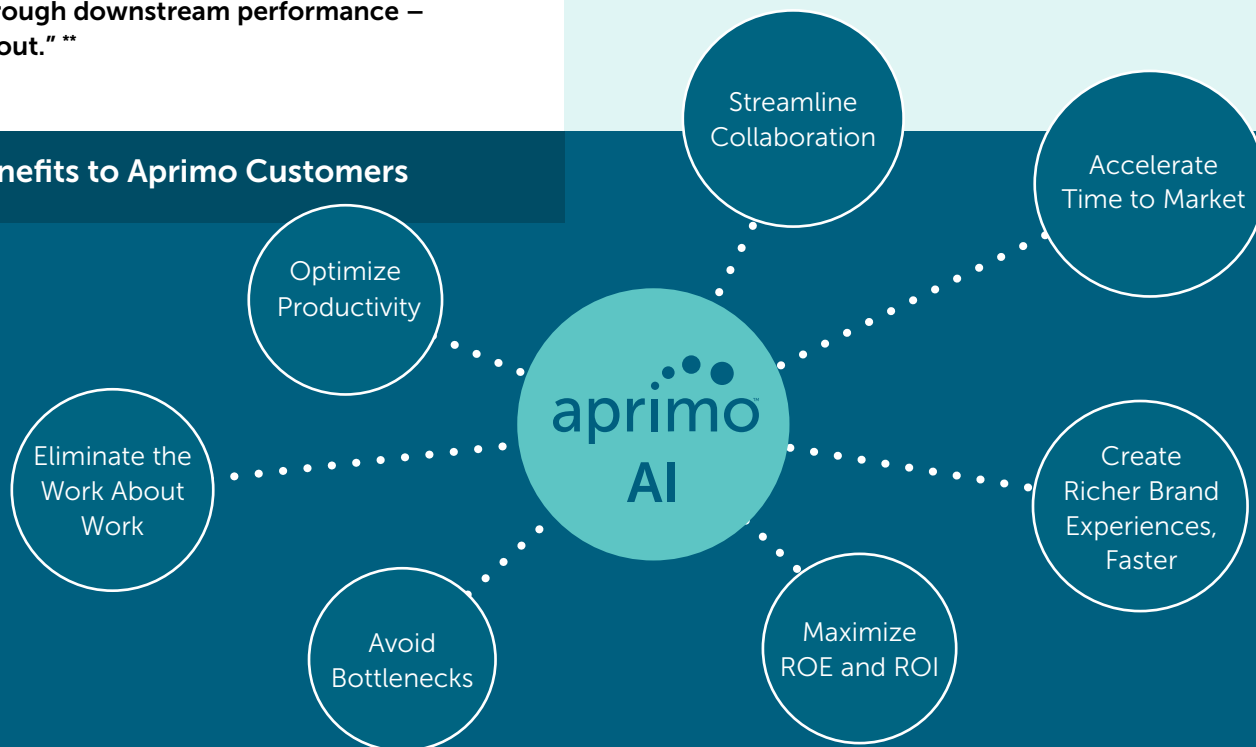
Metadata, Findability, and Experience

A great user experience hinges on findability

For most individuals, storing files and keeping them organized on their own systems can be challenging enough. When it comes to managing a DAM with multiple users, oftentimes in multiple locations, that challenge can seem even more daunting. Even if your taxonomy structure is comprehensive and well planned, your DAM can still have issues or worse yet, go unused if your metadata guidelines don't work for your users.

DAM is more than just a parking lot where your assets sit. DAM is an interactive solution that enables you to create a true hub for all your customer experience content. The key to being a content hub, rather than a parking lot of content, is the use of metadata – it unlocks content to business users (searchability), but it also plays a huge role in automation (processes and rules).

Aprimo's AI-powered metadata transforms the user experience

There's so much promise when it comes to AI, and with Aprimo DAM, it's already here. In the past, tasks like tagging assets with metadata for your DAM were done manually. Aprimo incorporates AI that auto-tags assets thanks to image recognition, speech-to-text transcription,

and optical character recognition (OCR). This eliminates the need to input every data point when tagging, which saves serious time. It also makes assets easier to find and use. Our AI has become so intuitive it can even bring up results that aren't fully tagged.

Where some DAM AI services only work on images and only tag assets, Aprimo's AI services extend beyond just tags and include descriptions, OCR, video and audio text track creation, similar item searches, facial recognition, and even the option to create customer-specific AI-based tagging models. Aprimo AI-powered capabilities include:

- **Smarter content personalization:** Automatically send metadata-enriched tags to personalization engines that can then match content with the right, targeted persona.

- **Smart tagging:** Aprimo AI creates descriptive "tags" and visual descriptions of assets upon upload to improve findability and reuse.

- **Learned AI tagging:** Train Aprimo AI to learn your company-specific terms, brand, or product characteristics and create custom tags.

- **Visually similar assets:** Search for and view all visually-similar images and faces of an asset.

- **Search on speech in video:** Search for fragments of speech to find a video - speech-to-text transcriptions can be shown as subtitles, ingested as metadata, and are fully searchable.

- **Optical character recognition**: Aprimo AI automatically extracts and stores credits and written text in videos and images to improve findability.

Every DAM has metadata capabilities.

What separates Aprimo from the average DAM?

- Localized metadata to manage assets by different regions, languages, and channels.

- Artificial Intelligence (AI) to auto-tag assets with image recognition, speech-to-text transcription, and optical character recognition.

- Metadata templates, to apply the same metadata to multiple assets with just a couple of clicks.

These capabilities ensure that the content you invested so much time in isn't going to waste and can be easily found and reused across the business. And that ability to keep assets up to date, organized, and enriched will ultimately lead to richer, on-brand customer experiences.

3 Aprimo's approach to metadata powers a modular content strategy

Modular content is the key to content reuse while also optimizing marketing teams' time and resources so they can quickly and easily deliver great, on-brand and compliant customer experiences to market. Modular content helps teams manage, create, and deconstruct content experiences into distinct blocks that can then be mixed and matched into exponential combinations to create new experiences faster.

"Relationships between metadata descriptors allow marketers, developers, and designers to deliver relevant content chunks in an infinite array of valuable combinations." *

To power an effective modular content strategy, Aprimo enables metadata inheritance, which is when an asset or a content object automatically inherits some or all of its metadata from a parent asset, which it knows through a relationship. For instance, if you want to localize a content set or experience that was created for your main market or your global market, it's highly likely some of the metadata of the localized version will be exactly the same as the metadata on the asset for the global markets. In addition to being more efficient, this process also ensures that if something changes within the original or parent asset, all localized versions will be updated as well.

Aprimo's support for modular content allows for more dynamic content operations – creating more agility and flexibility and empowering your teams to deliver the right content, to the right customer, in the right channel, at the right time. Benefits include:

- Optimizing user productivity and improved user experience
- More contextually relevant experiences
- Reacting faster to market opportunities
- Accelerating time to market with content and experiences
- Exponentially improving content reuse and managing content costs
- Creating high-quality and consistent customer brand experiences
- Scaling customer experiences
- Lowering regulatory and brand reputation risk

Although modular content can transform your content operations, it cannot do it alone. DAM is critical to an effective modular content strategy. A DAM helps your teams create content blocks, content sets, and content experiences from any content type, make data-driven content decisions, and supports the building of compound content by stitching together different modules.

FORRESTER®
WAVE LEADER 2022
Digital Asset Management For Customer Experience

Forrester gives Aprimo's AI Extraction services the highest possible score – 5 out of 5

"Aprimo's DAM product excels in AI metadata extraction capabilities that include both industry starter packs for AI as well as the ability to train AI to recognize business-specific content items. This is differentiated in the market and provides value to clients that need to enrich large libraries of content with more than just generic tags." *

Central reference library and content re-use saves $250k* **per annum on agency costs**

- Aprimo Pharmaceutical Customer

50%* **Reduction on review turnaround time, approval SLA's reduced from 7 to 2 business days**

Aprimo Financial Services Customer

35%* **Reduction in rework, eliminated the need to rush jobs, which was historically 50% of the jobs**

Aprimo Retail Customer

*All stats are based on Aprimo user data.
**The Forrester Wave™: Digital Asset Management for Customer Experience, Q1 2022

4

Performance at Scale

Scaling content operations requires a combination of people, process, and technology

Brands across all industries are struggling with scaling content across channels, regions, and customers. They need to scale up content to meet personalization, localization, and omnichannel needs. However, meeting these needs doesn't necessarily mean producing more content. In fact, 67% of companies surveyed by Forrester aren't looking to create more content but would rather learn how to deliver and reuse the content they already have.

So, what's impacting an enterprise's ability to scale its content operations? It is a combination of challenges.

Decentralized content operations. Content operations is usually decentralized within an organization. This means different teams are creating content in a bubble, often duplicating efforts, managing reviews and approvals manually, and even re-creating content because they don't know the content already exists or because they can't find what they need. This has a significant impact on productivity and the user experience, causing marketers to feel frustrated and fatigued.

Inflexible technology ecosystem. To scale your content operations in this age of rapid digital transformation, you need the ability to create the best technology ecosystem for your business needs. You also need the flexibility to quickly and easily integrate or swap out technologies to optimize your operations and take advantage of new opportunities. Finally, if you are a global business, you require the ability to easily localize and distribute content. But monolithic platforms lock you into a single technology architecture, making it extremely difficult, costly and time-consuming to adopt solutions from other vendors. This limits your ability to create and distribute content, innovate, and differentiate in the market.

Lack of process automation. The world is moving far too quickly to manage content operations using manual processes. Your teams need to continuously create omnichannel content that is personalized and localized, quickly and easily find content to accelerate time to market, and they require the flexibility and agility to reuse and update content. All of these capabilities need AI-powered automation to streamline all aspects of downstream and upstream content management activities.

Aprimo delivers some of the world's largest DAM deployments

Global Brand and Advertising Agency

Uses Aprimo to manage 20 million digital assets and has added 2 million assets in the last month alone.[*]

Multinational Investment Bank and Financial Institution

2,000 marketers, across 49 global markets in 4 continents around the world manage content operations on a single Aprimo platform.[*]

Global Finance and Insurance Company

Uses Aprimo to manage 1.2 million content reviews per year.[*]

[*]All stats are based on Aprimo user data.
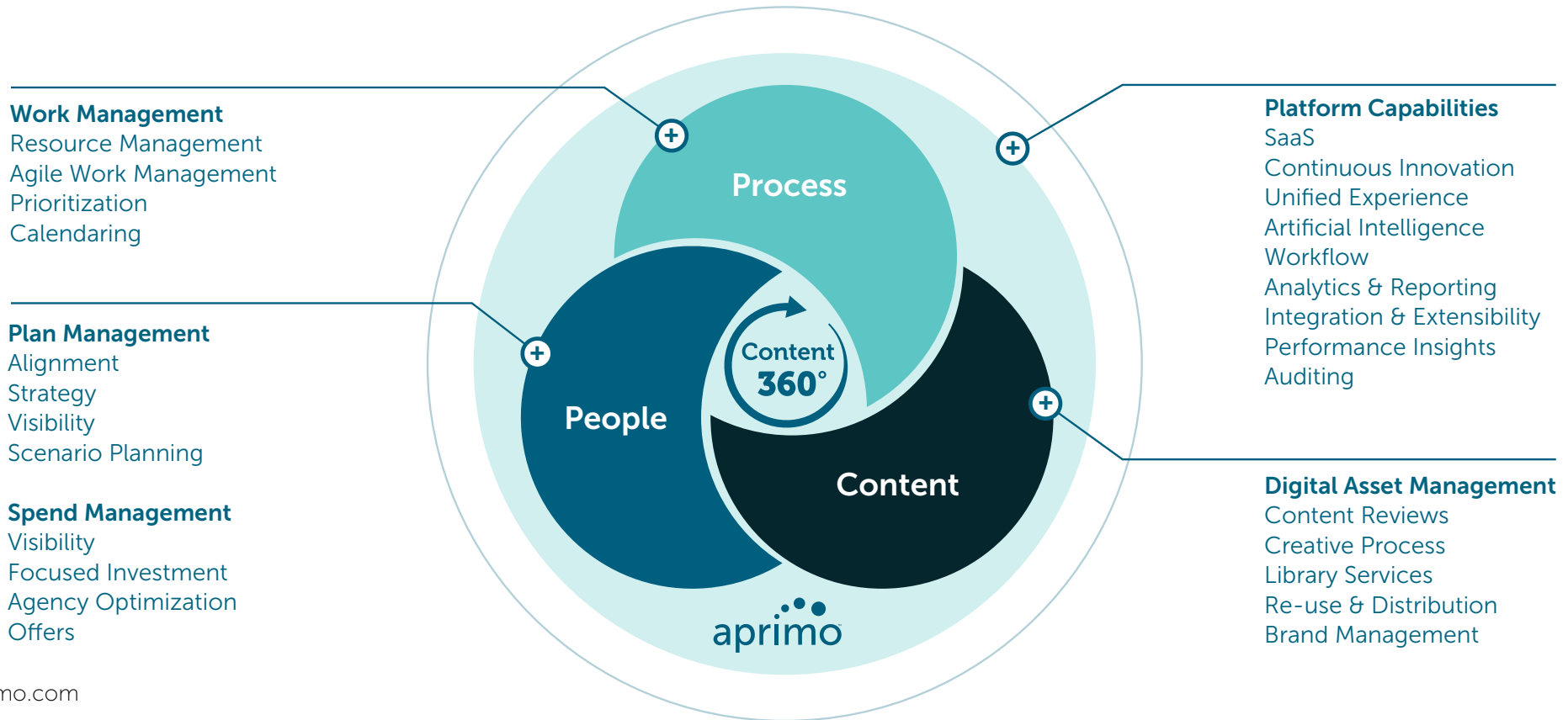
5 Going Beyond DAM

Orchestrate omnichannel experiences with Aprimo

While Aprimo DAM serves as the core of a content operations structure, housing all assets and using advanced AI to greatly improve searchability, that's really just the start. Aprimo's capabilities extend to all facets of the content lifecycle, from ideation to delivery.

As a best-of-breed solution, we provide the modern foundational technology to cover all your content, people, and process needs. However, because Aprimo is technology agnostic, you don't have to use our entire stack to see value; you can take advantage of any aspect of our solution – Digital Asset Management, Productivity Management, and Plan & Spend. Because our platform enables easy integration, you can use Aprimo to add value to other tools like your CMS or PIM.

The future of content operations: Aprimo is your path to achieving Content360°

We are continuously innovating our solutions to meet the dynamic needs of the enterprise, today and tomorrow. Our vision for the future of content management is rooted in the concept of Content360°, a 360-degree understanding of what goes into content creation, usage, and performance. Content360° helps you understand all your different content components, the people and processes behind it, and how that content proliferates across all channels.

Work Management
Resource Management
Agile Work Management
Prioritization
Calendaring

Plan Management
Alignment
Strategy
Visibility
Scenario Planning

Spend Management
Visibility
Focused Investment
Agency Optimization
Offers

Platform Capabilities
SaaS
Continuous Innovation
Unified Experience
Artificial Intelligence
Workflow
Analytics & Reporting
Integration & Extensibility
Performance Insights
Auditing

Digital Asset Management
Content Reviews
Creative Process
Library Services
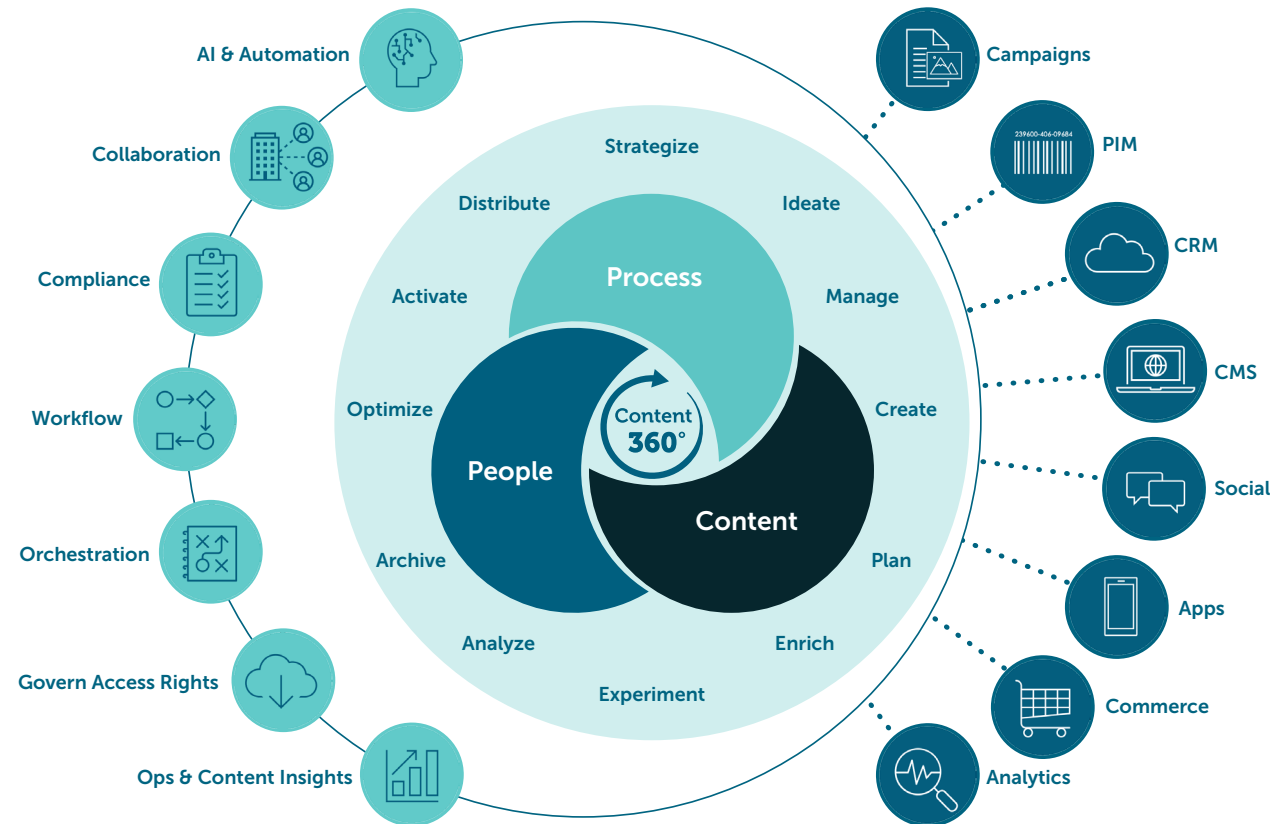Re-use & Distribution
Brand Management

5 Aprimo Content360°

With a dynamic content engine powered by people, content, and process, Content360° provides a non-linear, full view of your content operations comprised of:

- Your automation hub, responsible for managing DAM, productivity management, planning and spending

- A full view into all content that is already in market and the tools you use to execute your campaigns

With this 360-degree insight across your content operations, you have the connectivity, experience, and intelligence to scale your efforts by evolving from reactive to proactive, and with time, to predictive and prescriptive.

Left labels (outer ring): AI & Automation · Collaboration · Compliance · Workflow · Orchestration · Govern Access Rights · Ops & Content Insights

Right labels: Campaigns · PIM · CRM · CMS · Social · Apps · Commerce · Analytics

Inner diagram: Strategize · Distribute · Ideate · Activate · Manage · Optimize · Create · Archive · Plan · Analyze · Enrich · Experiment — Process · People · Content — Content 360°

KPMG

Operates in 90 offices and territories with more than 34,000 employees and partners working across the United States.

Aprimo DAM to create content, store it, and search for it faster as well as launch marketing campaigns into every local market and automate the entire customer journey.

Aprimo Productivity Management to help coordinate a marketing team across every office, making project management simple and automating project workflows to make collaboration much easier.

Aprimo Plan & Spend to intuitively and quickly create dashboards and reports that help them budget projects and track spending throughout the lifecycle of their content.

Read the Case Study >

"

Aprimo enables us to localize content so teams dispersed across the country aren't expending time and energy recreating content we already have.

-KPMG

*All stats are based on Aprimo user data.

Unleash the Power of Your Omnichannel Content

At Aprimo, we help our customers do much more than build better brand experiences, we change the way teams work, create, collaborate, and learn together.

Are you ready to take the next step to modernize your content operations?

Aprimo has the technology and expertise to help guide you on your journey. Here are a few ways to get started:

Read the Beginner's Guide to DAM

Learn more about DAM and why it's the foundational backbone for content operations maturity.

Take the Interactive Product Tour

Let us walk you through a tour of how Aprimo Digital Asset Management works and show you how it can help your teams.

Get a Free Trial

Test drive the best digital asset management software in the business.

Talk With Sales

Talk 1:1 with a sales rep to learn more about Aprimo's solutions and how we can help you achieve your content operations goals.

Aprimo can help you transform your content operations approach with:

Integration support for your marketing ecosystem

Metadata, findability, and experience

An approach that goes beyond DAM

Intelligent automation

Performance at scale

Why Aprimo

aprimo™

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that actually drive business outcomes and reach customers in the right channels. Its powerful Content Operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale.

aprimo.com