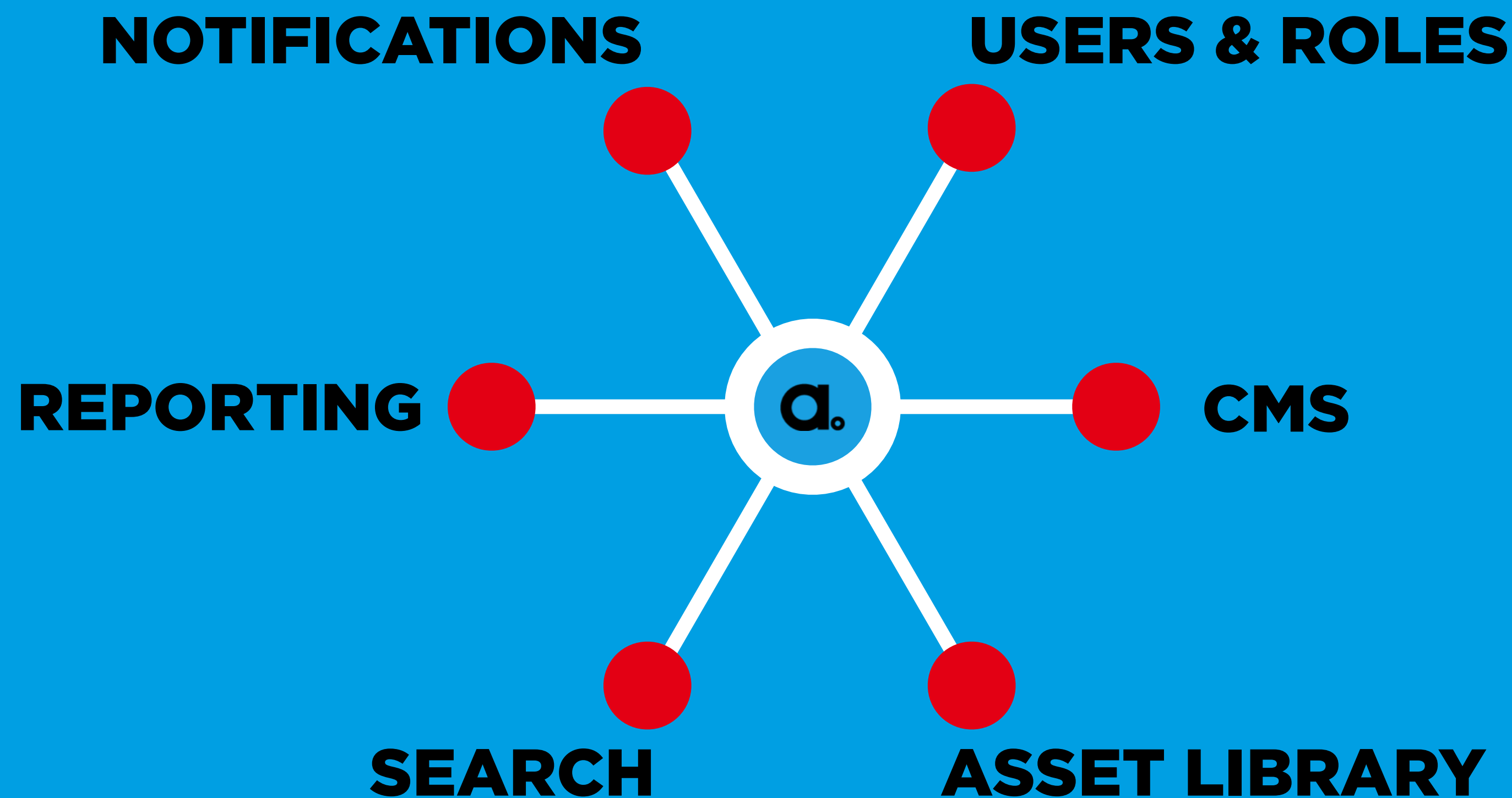


EXPLORING THE BRAND HUB



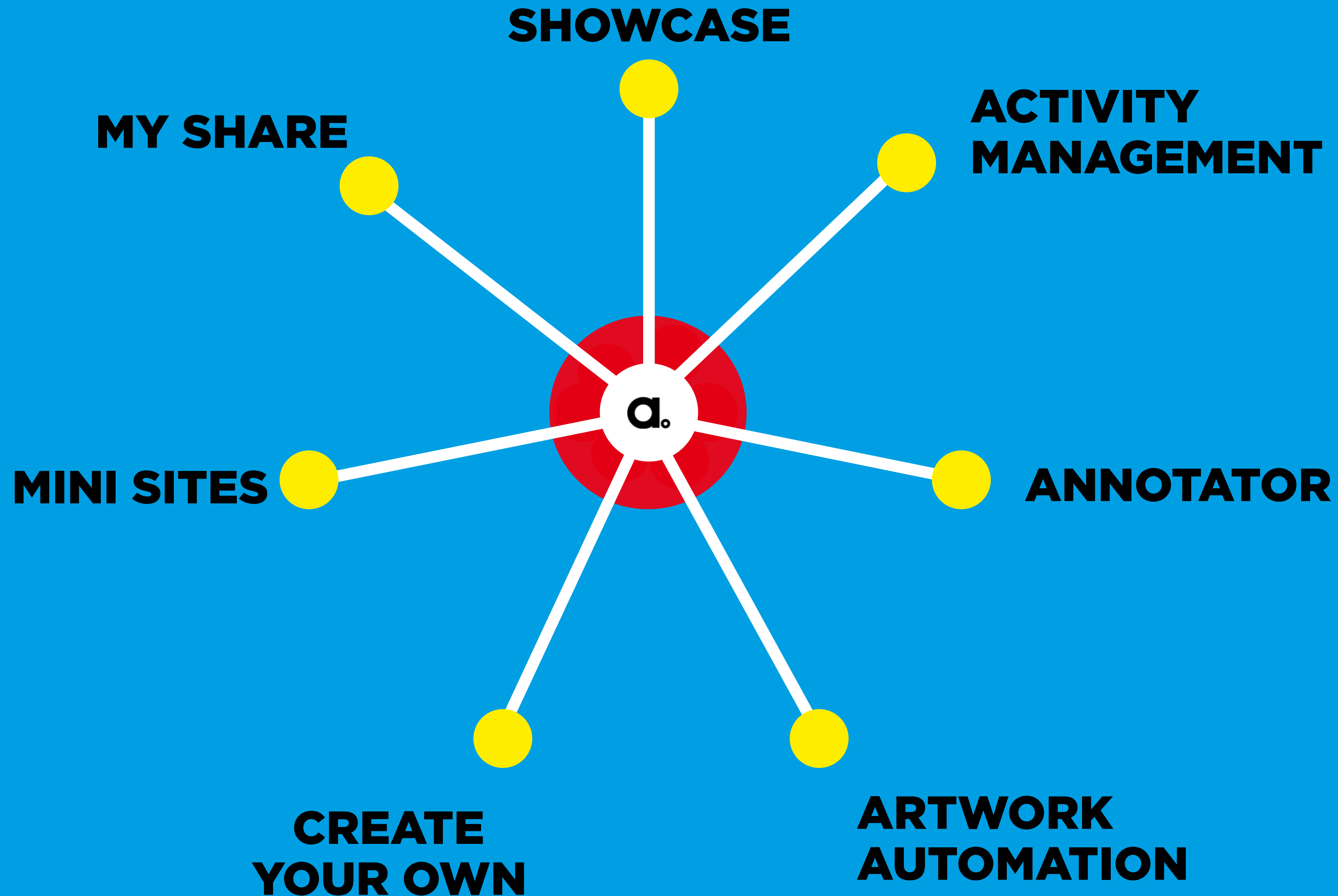
THE 6 CORE MODULES



The 6 core modules are found in every Brand Hub & are the foundations of the system.

ADD ON MODULES

adgistics



Add on modules plug **seamlessly** into the Brand Hub

Any combination of add ons is possible

Unlock **untapped potential** in your assets and users

Chosen to solve your **business challenges**

LET'S DELVE A

LITTLE DEEPER

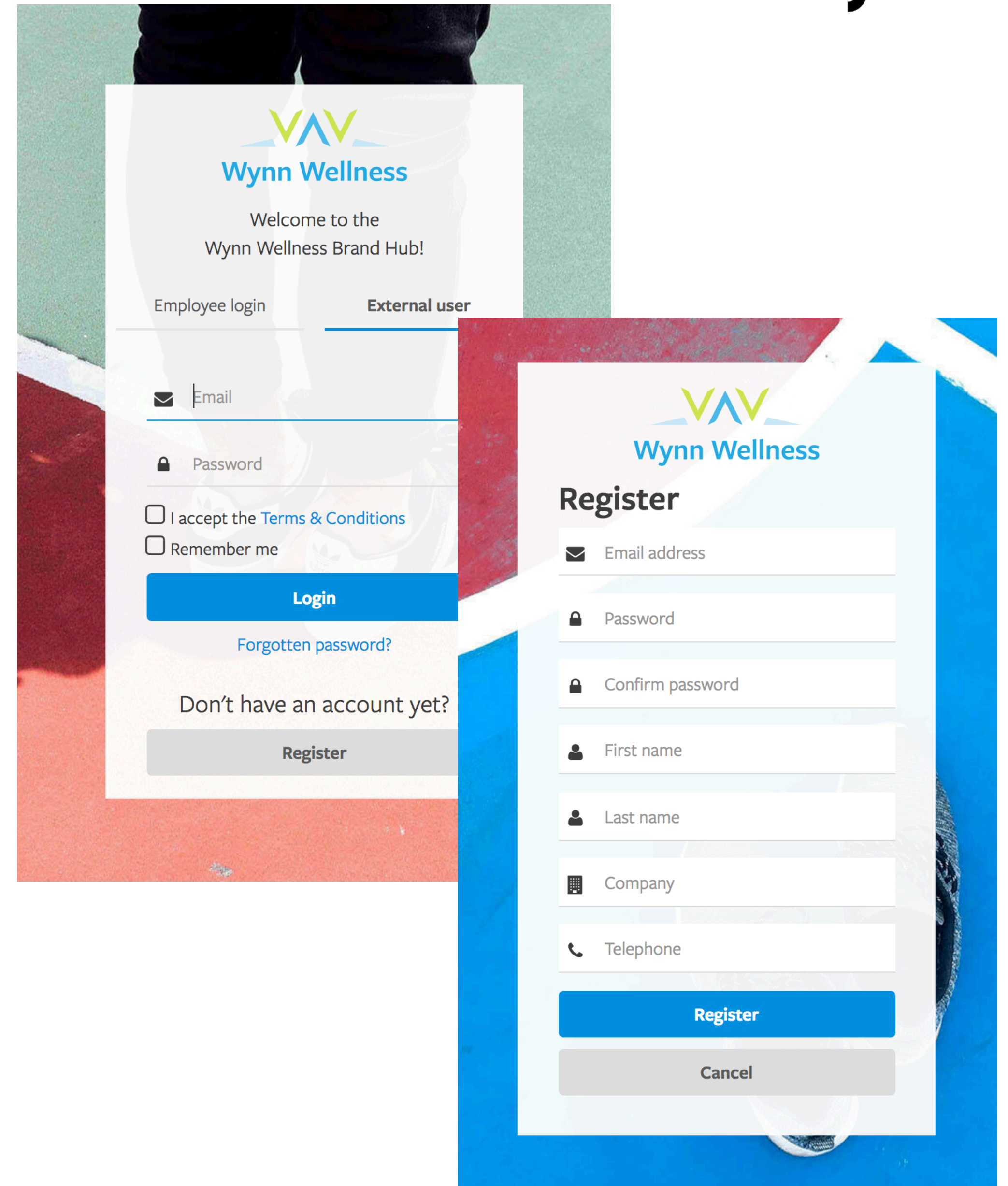


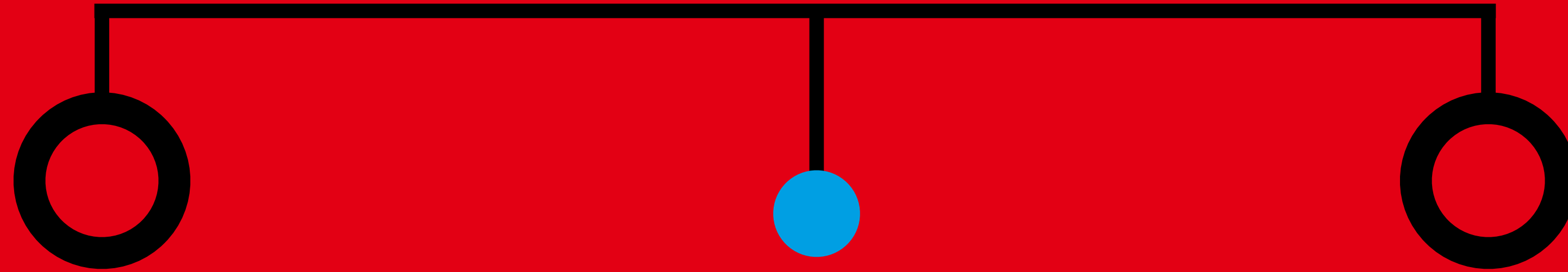
USERS & ROLES

PROTECT YOUR ASSETS

Your assets are important, and so are the people using them.

Our users and roles module allows you to control **who** can log into your Brand Hub, and **what they can see & do** when they are there.





MANAGE USERS

- User registrations and approvals - admins control who is granted an account
- Manage access to asset library content - ensure users only have access to the correct classification of assets

SECURE LOGIN

- Only approved users can log in
- Automatic account expiry available
- Secure password requirements

SSO INTEGRATION

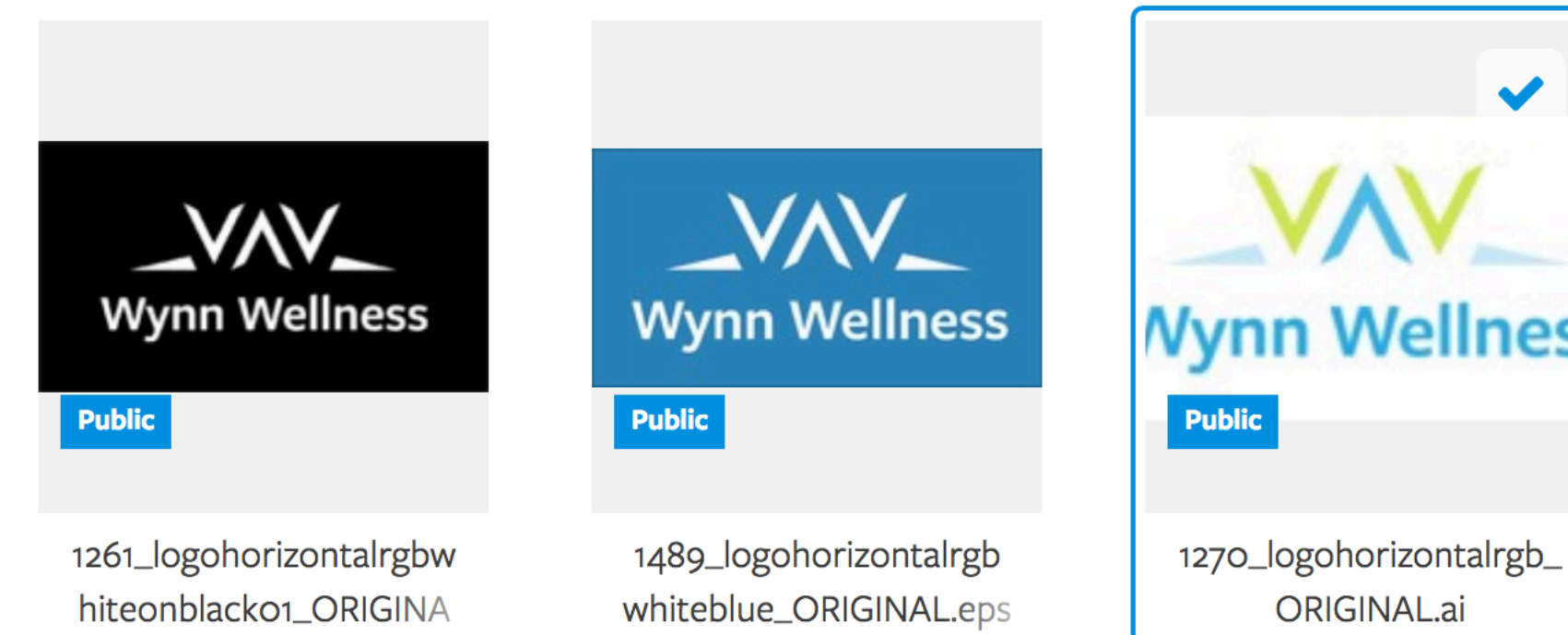
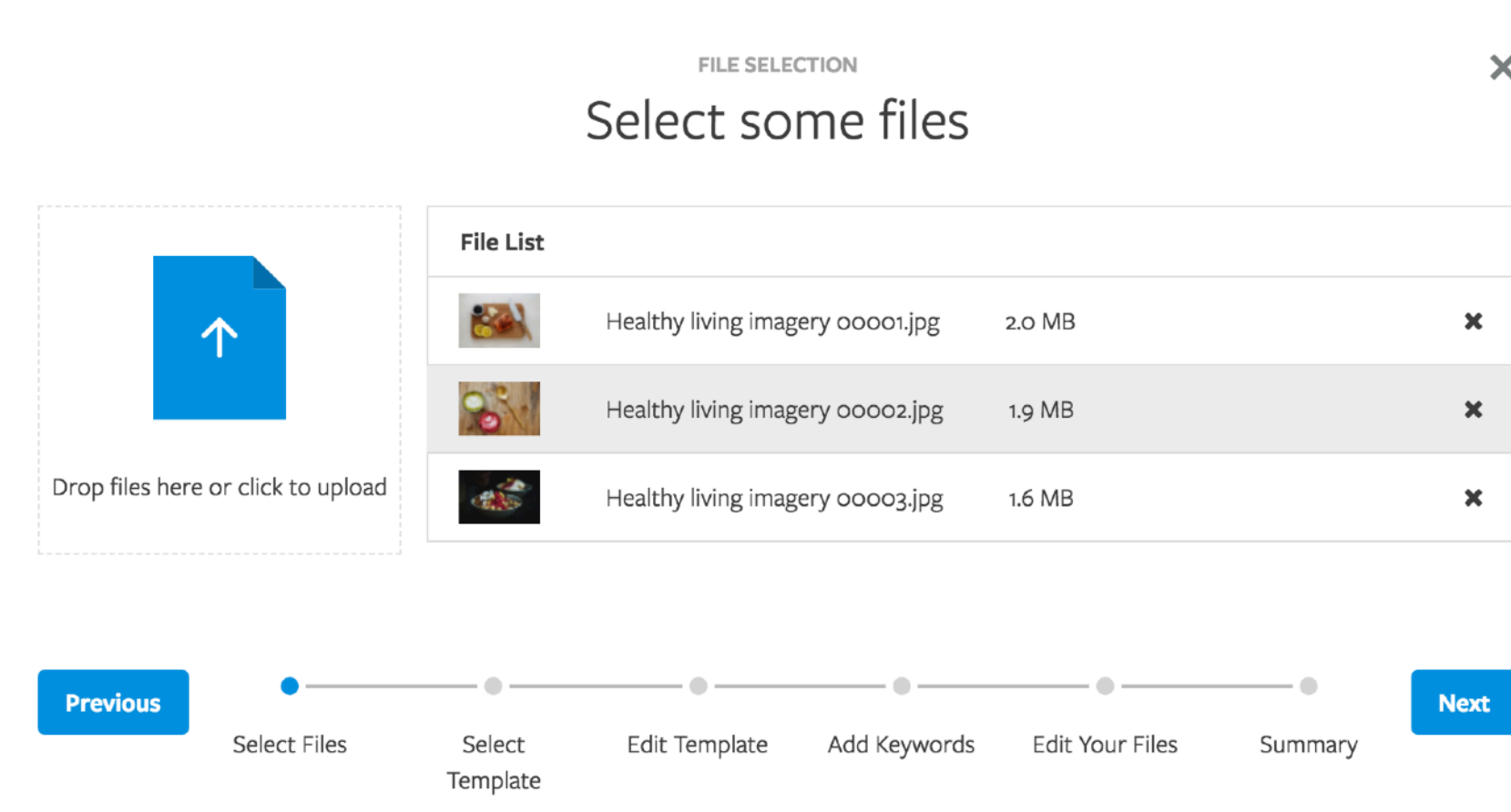
- Utilising Adgistics' SAML integration
- Direct integration possible with an organisation's active directory / login portal

ASSET LIBRARY

STORE & MANAGE YOUR ASSETS

The fuel for your Brand Hub is your brand assets; the asset library **takes the hassle out of managing them.**

The Brand Hub makes it **easy** for the people who need to work with them to **find, download and share** them.



ASSET LIBRARY: FEATURES



ASSET MANAGEMENT

- Simple uploads save time with auto rights management
- Bulk edit - change any aspect of 5 or 50 assets, in one foul swoop
- Versioning allows you to keep things current
- FTP upload option for really large assets or a huge batch



ASSET PREVIEW

- Users can preview assets before downloading or sharing them
- Includes image, video and audio previews



ASSET DOWNLOAD & SHARING

- Individual asset download
- Share assets via email, or copy a link
- Baskets - collect assets to download or share in bulk
- Ordering process for sensitive assets
- CDN (content delivery network) - publish assets across the web

SEARCH

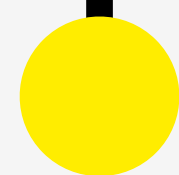
adgistics

EASILY FIND THE RIGHT ASSET

Increase your ROI on brand assets and **encourage brand consistency** by making sure **users find what they need** instead of reverting to online searches or using local (outdated) copies of files.

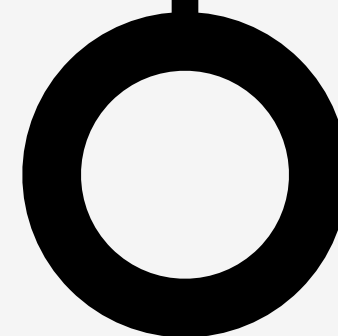


SEARCH: FEATURES



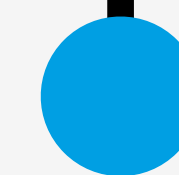
ELASTIC SEARCH

- Search across multiple metadata fields.
- Intelligent algorithms, customised to your assets
- Admin configurable filters
- Advanced search features include date created/modified, asset type etc



SUGGESTIONS & SPELL CHECK

- Dynamic suggested search terms as the user types based on asset library content
- Finds close matches in Brand Centre terms and suggests correct spellings to the user



SYNONYMS

- Increase your search hits - when a user searches for world, show them matches for globe, earth etc
- Suggested synonyms from [oxforddictionaries.com](https://www.oxforddictionaries.com) so you don't have to do all the hard work
- Customisable to business terms, internal acronyms can't fool search anymore!

CMS

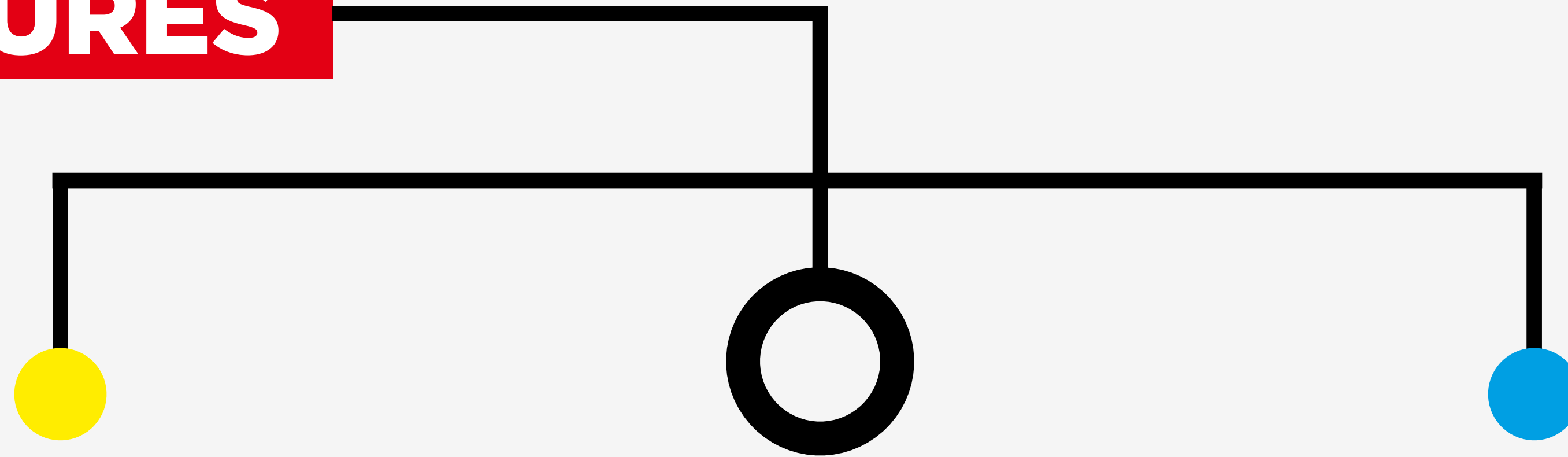
adgistics

ALWAYS UPDATED, EASILY

Your Brand Hub becomes the place for all things brand related, so it's important it's always up to date and looks great.

Our CMS is **easy to use** and allows you to **update anything instantly** from the homepage to brand guidelines or menu items.





HOMEPAGE BUILDER

- Update text, images and links on the homepage at any time
- Highlight new content or important brand updates as they are relevant
- Keep the homepage feeling current, relevant and refreshed

PAGE BUILDER

- Use templates provided as building blocks to construct endless combinations of page layouts
- Commonly used to display brand guidelines, about us, best practice etc

MENU BUILDER

- Manage the navigation menu & footer
- Uploaded new assets or created new pages? Link them to the menu so users can find them

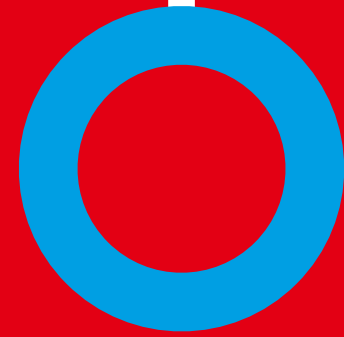
REPORTING

TRACK YOUR BRAND HUB PERFORMANCE

There's no need to second-guess how your Brand Hub is doing. Anonymised statistics provide **valuable insights** about user interaction.

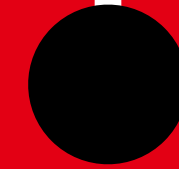
Armed with knowledge, you can improve and grow your Brand Hub, to better **serve the needs** of your users.





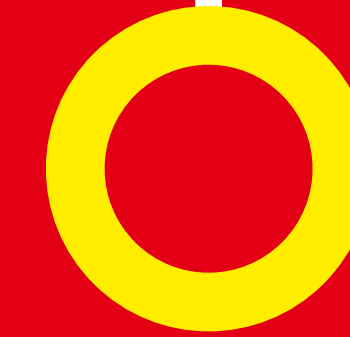
DASHBOARD

- Choose the stats you want to see up front
- Create multiple customised dashboards
- Create custom reporting segments based on user or site characteristics
- Export reports to CSV, images etc



VISITORS

- Over time/real time map
- By location
- By browser/device
- Number per day
- Visit duration
- and more...



ACTIONS

- Searched terms/keywords
- Pages accessed
- Entry pages
- Exit pages
- Downloads
- and more...

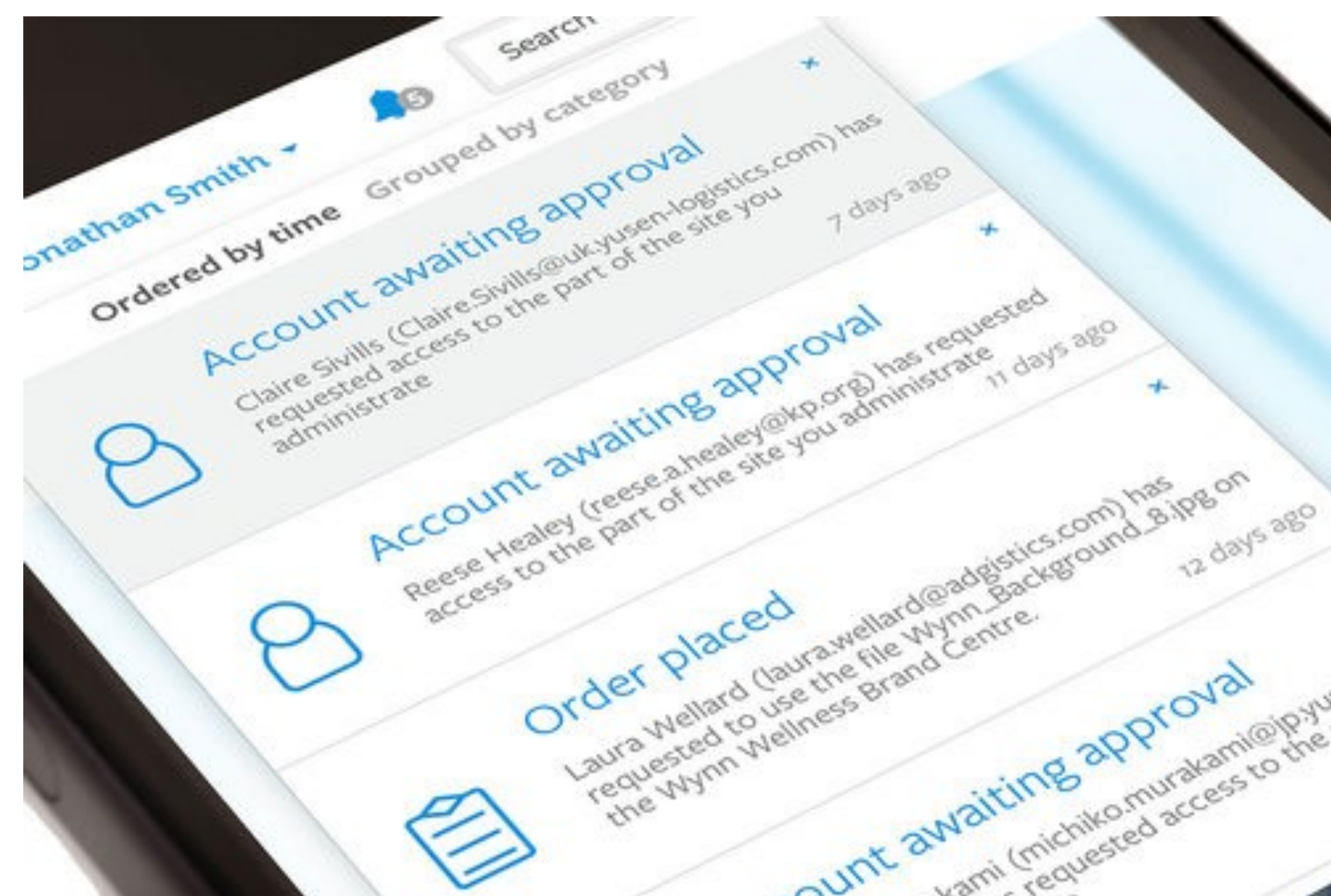
NOTIFICATIONS

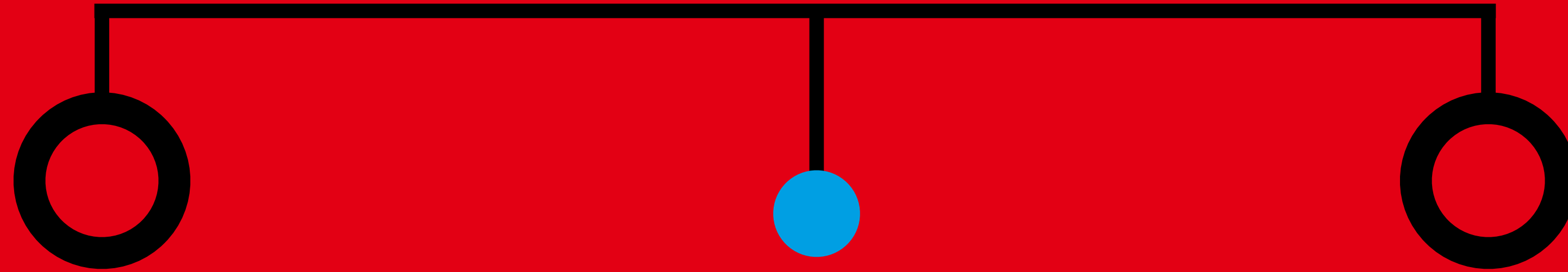


STAY INFORMED. REACT QUICKER.

Your Brand Hub comes to life with notifications, communicating in **real time** with the user about what's important.

Remove the reliance on emails & eradicate delays. Users become **reactive** and the Brand Hub becomes the place to **get stuff done**.





NOTIFICATION VIEWS

- Ordered by time
- Ordered by category
- Relative time stamps e.g. 1 hour ago
- Desktop and mobile
- Instant asset viewer

STANDARD NOTIFICATIONS

- Asset notifications: new assets added, assets expiring, assets changed, basket shared, assets ordered
- Users can follow a keyword to receive notifications for matching assets
- User registration notifications

ADD ON MODULES

- Add on modules bring their own notifications
- Annotator notifications when feedback is required or given on an asset
- Activity management notifies when tasks are assigned or completed



THE ADD ON

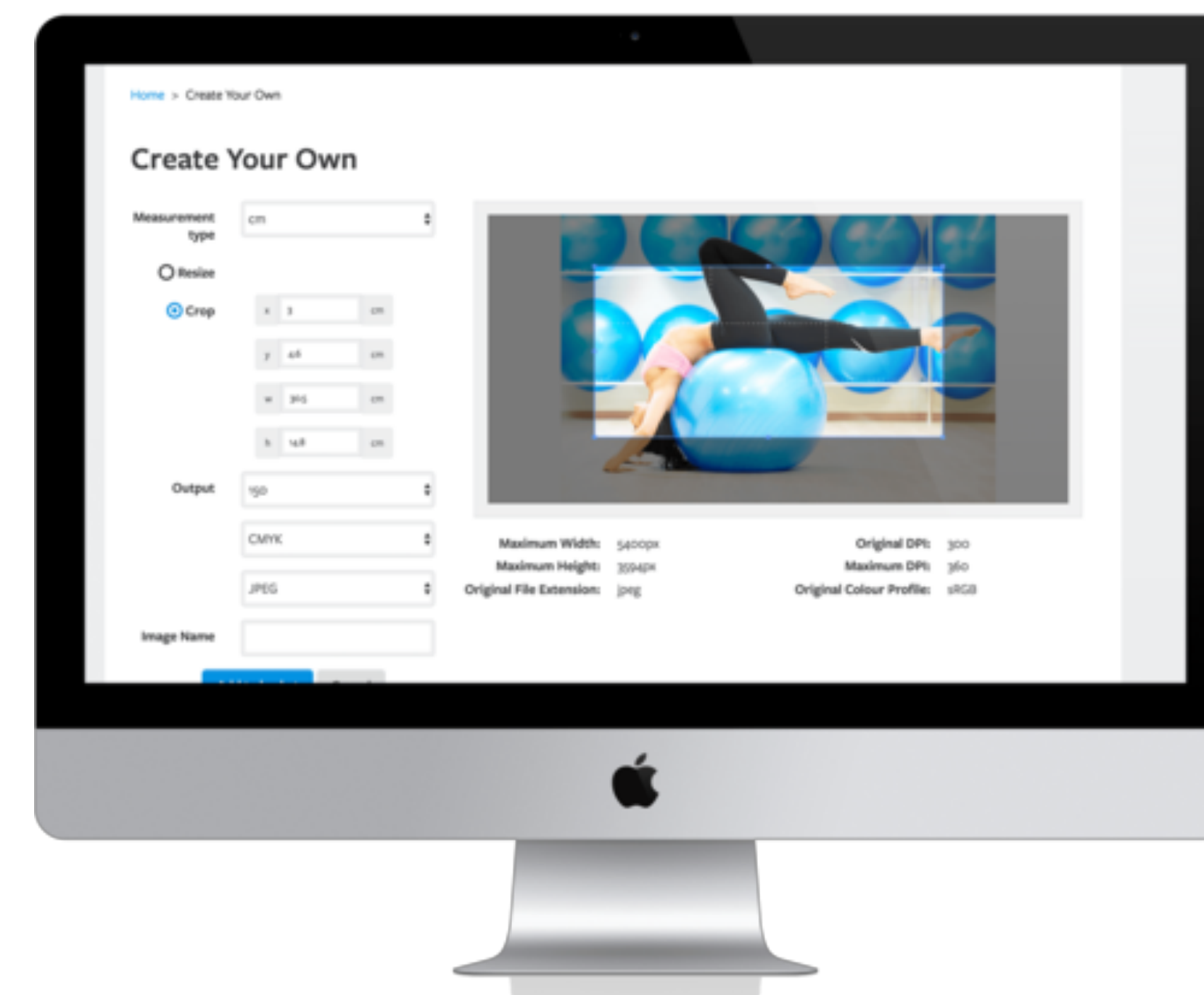
MODULES

CREATE YOUR OWN

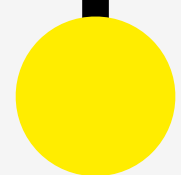
TRANSFORM IMAGERY (NO SKILLS REQUIRED)

Save time and money spent tasking agencies to make simple alterations to assets.

Empower users without access to or knowledge of image manipulation software to **resize, crop and transform** Brand Hub imagery.

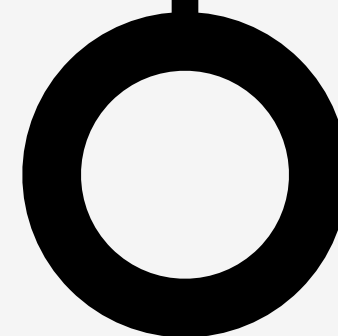


CREATE YOUR OWN: FEATURES



CROP

- Enter dimensions to crop to an exact size
- Crop visually using the on screen preview
- Choose how you want to work. Pixels? in? cm? mm? pt? No problem.



RESIZE

- Enter dimensions to resize the image
- The Brand Hub calculates the maximum dimensions based on image quality, avoiding blurry images



CHANGE THE OUTPUT

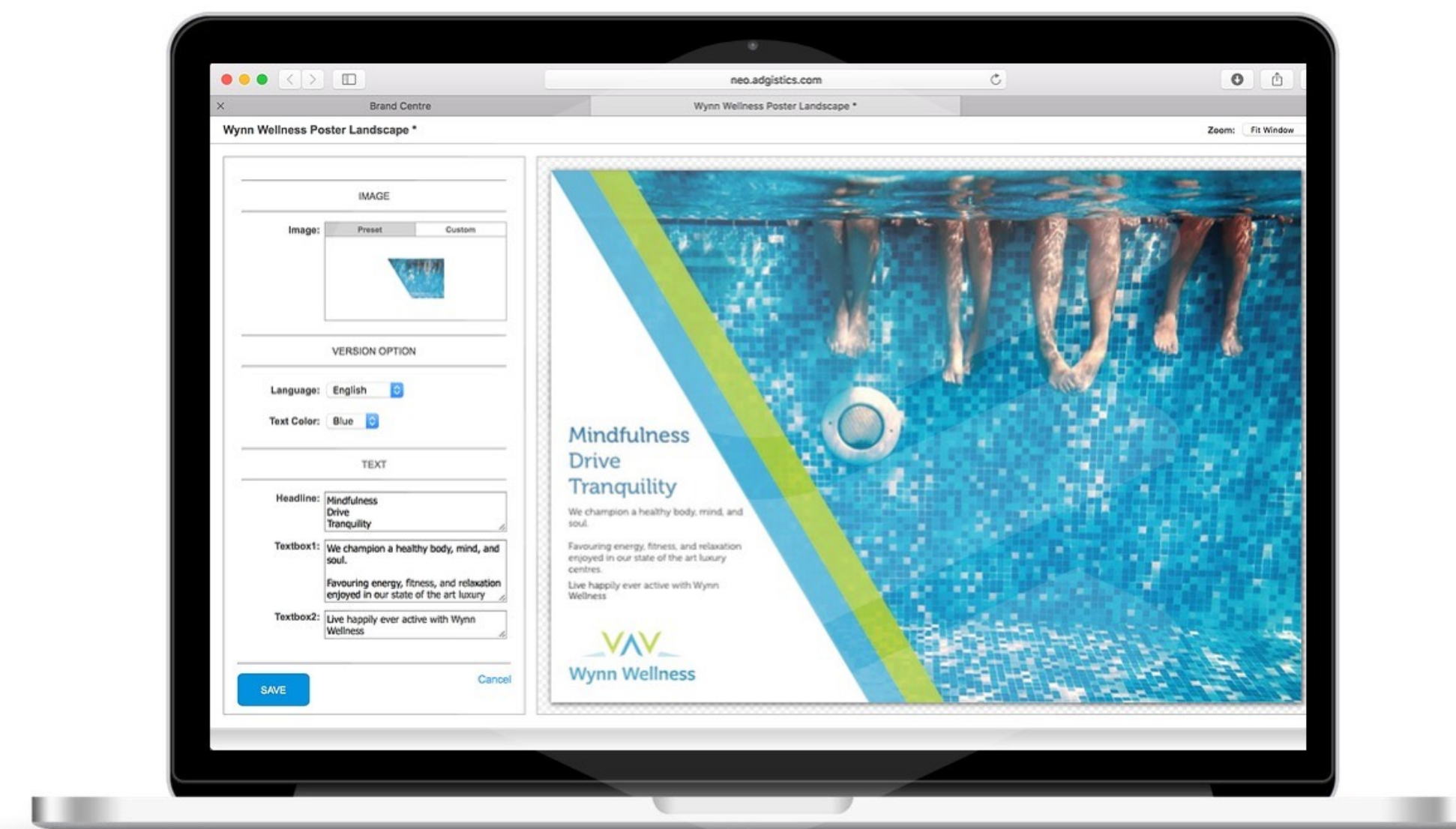
- Choose the DPI you need
- Change the colour profile. Choose from CMYK, RGB or Greyscale
- Choose the file format that works best: jpg, png or tiff

ARTWORK AUTOMATION

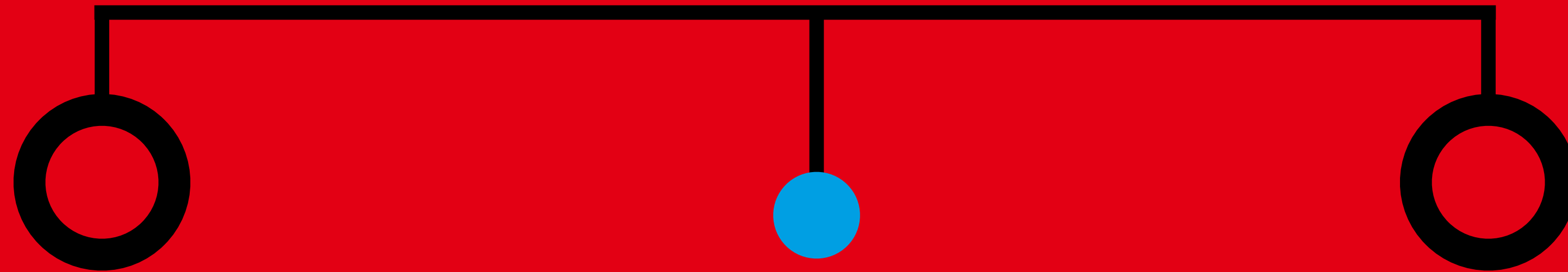
AUTOMATE GLOBAL AND LOCAL ADAPTATIONS

We can create a template for just about anything - from business cards, to billboards, to online banners and magazines (and everything in-between).

Ensure creative is **on brand** whilst allowing users to create new pieces **in a flash**.



ARTWORK AUTOMATION: FEATURES



TEMPLATE CREATION

- Our team of experts hand craft templates to your specifications, ready for re-use
- Each template is as static or editable as you decide

CONTENT EDITOR

- Simple text editor allows on brand text only
- Easy image replacement and quality checks
- Pre-programmed layouts to choose from
- Resize outputs to be the perfect fit

ADAPTATION APPROVALS

- Admins can force approval of adaptations, before the user will gain the high res
- Online approvals are quick and easy
- Approvals can be toggled per template, based on sensitivity

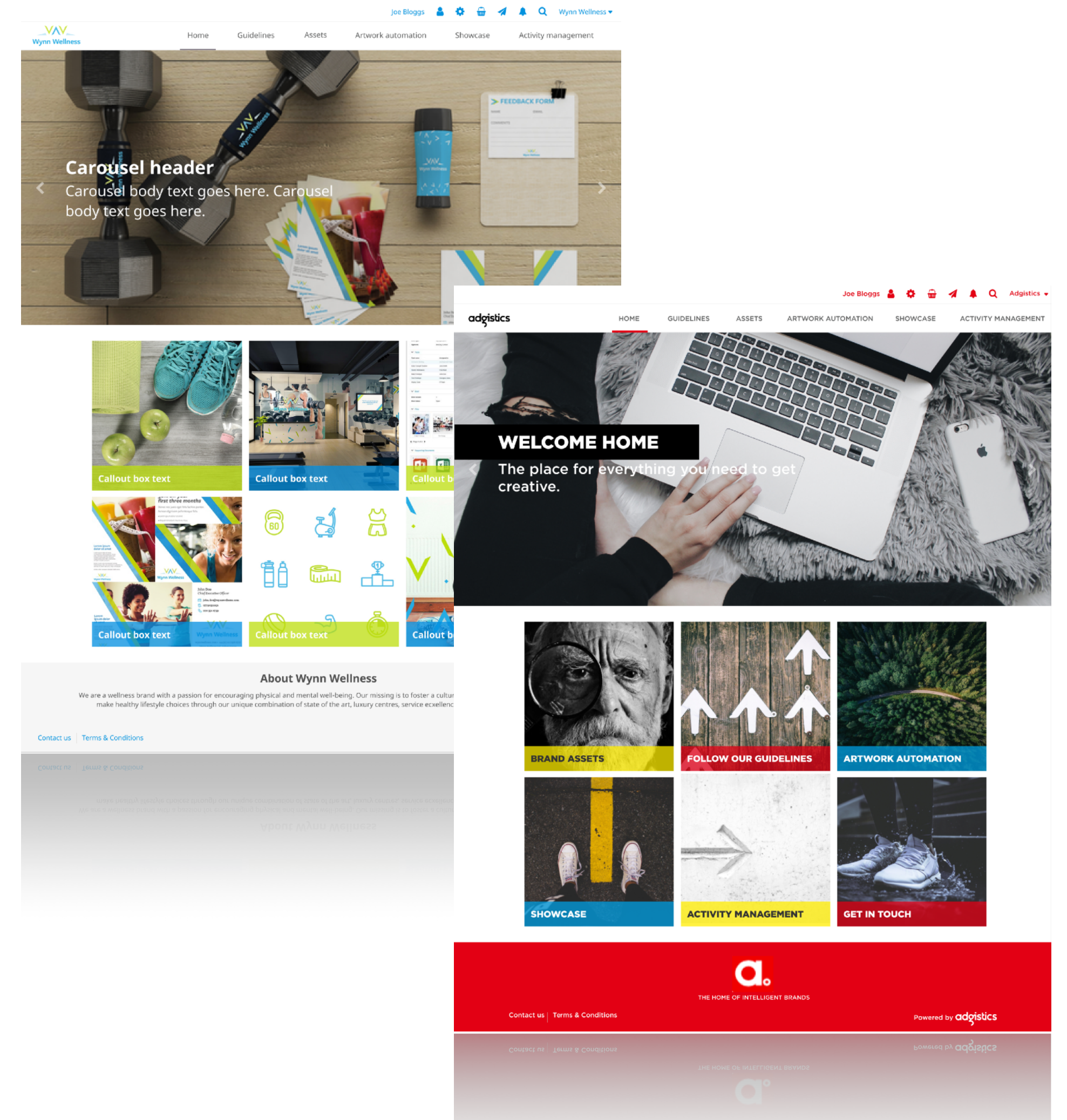
MINI SITES

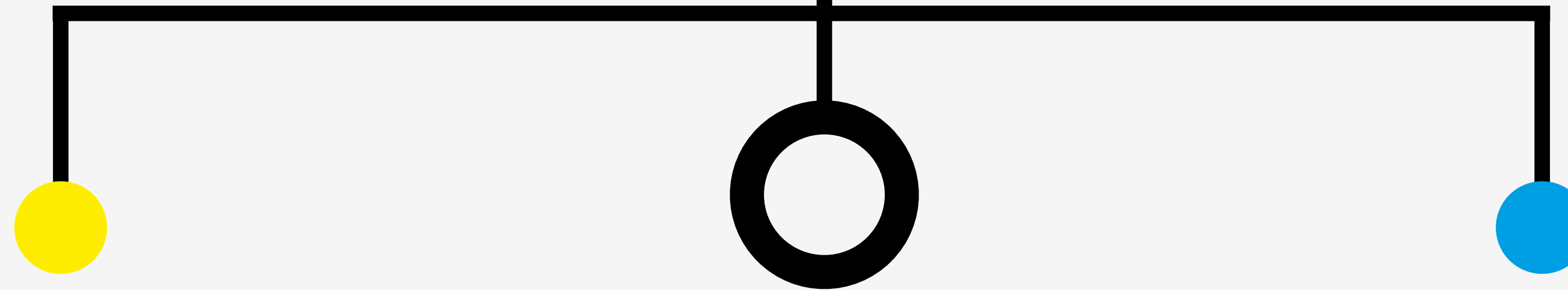


MULTIPLE BRANDS/GROUPS. ONE SYSTEM.

Does your company consist of multiple Brands or departments? Do you have distinct groups of users and assets that don't overlap?

Mini sites create a **distinct area** of the Brand Hub with its own users, assets and **look & feel**.





LOOK & FEEL

- Each mini site can look as similar or different as required
- A consistent site structure allows users with access to multiple mini sites familiarity

USERS

- Can be granted access to as many mini sites as required, with different permissions in each
- Log in once to access all mini sites

ASSETS

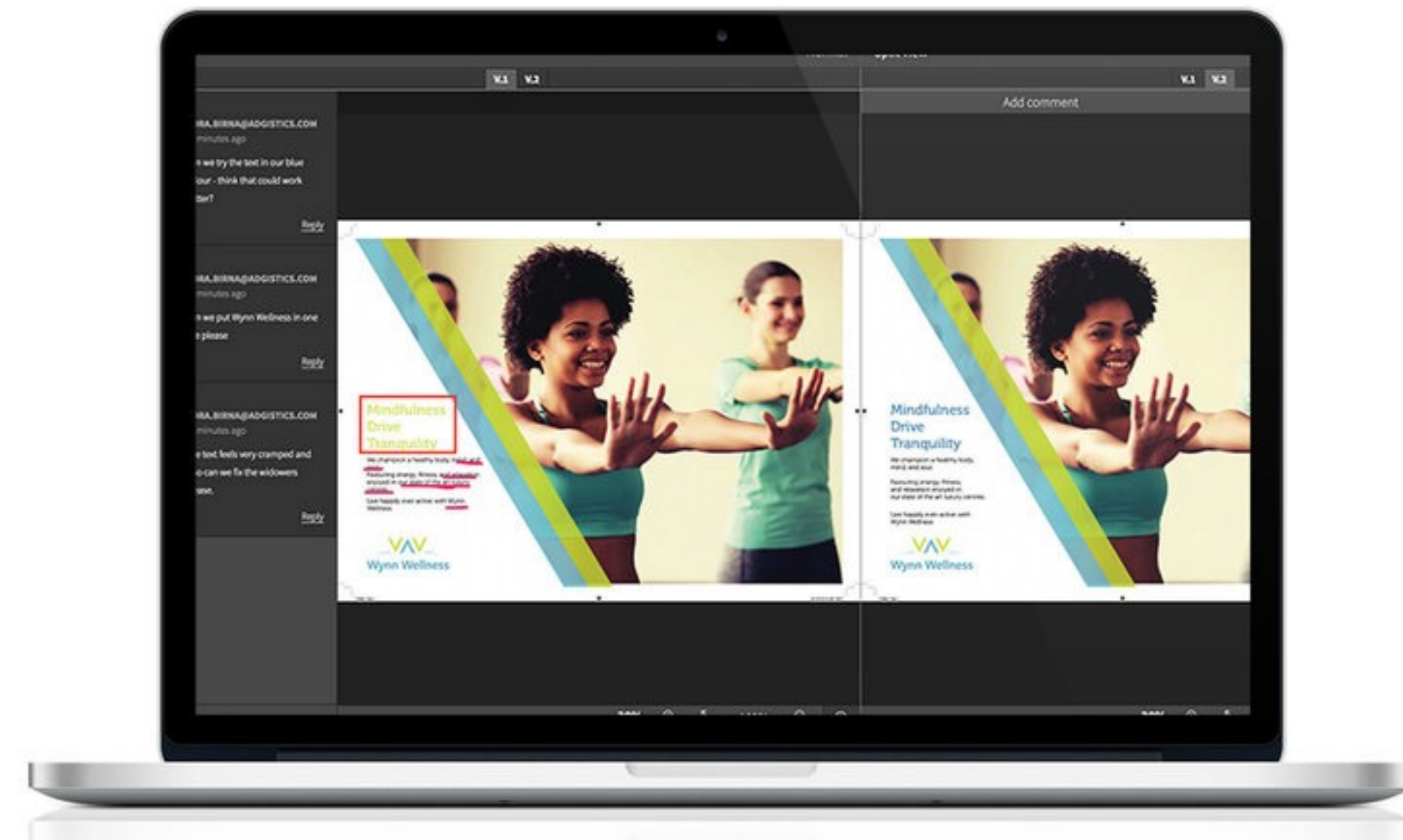
- Assets can be shared between mini sites
- Update an asset once, it's instantly updated in all mini sites
- Only display relevant assets in each mini site, removing clutter and confusion

ANNOTATOR

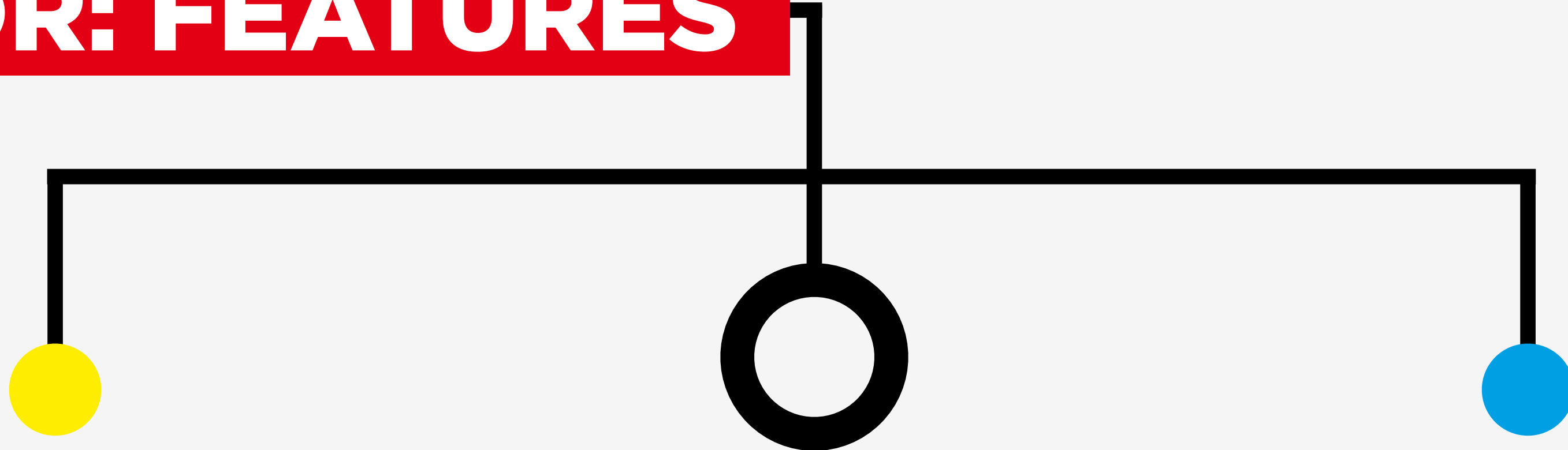
ONLINE REVIEW, MARK UP AND COMMENTING

The Annotator facilitates **easy online collaboration** around files. It's a great way of getting feedback on a file and sharing progress with others.

Conduct creative review sessions online with multiple participants, automatic notifications, full audit, formalised approvals and version history.



ANNOTATOR: FEATURES



REVIEW

- Review images, videos & multi page PDF documents online
- No download required
- Multiple users can review a file at the same time
- Side by side comparison of versions allows changes to be compared

FEEDBACK

- Markup tools including arrows, text, shapes
- Leave comments for changes, with audit trail and replies
- Annotate any page of a multi page PDF
- Annotate single or ranges of frames in a video

APPROVALS

- Approve or reject versions of creative through the Brand Hub
- Users receive instant notifications of requests for approval, or approval decisions
- Full approval audit trail

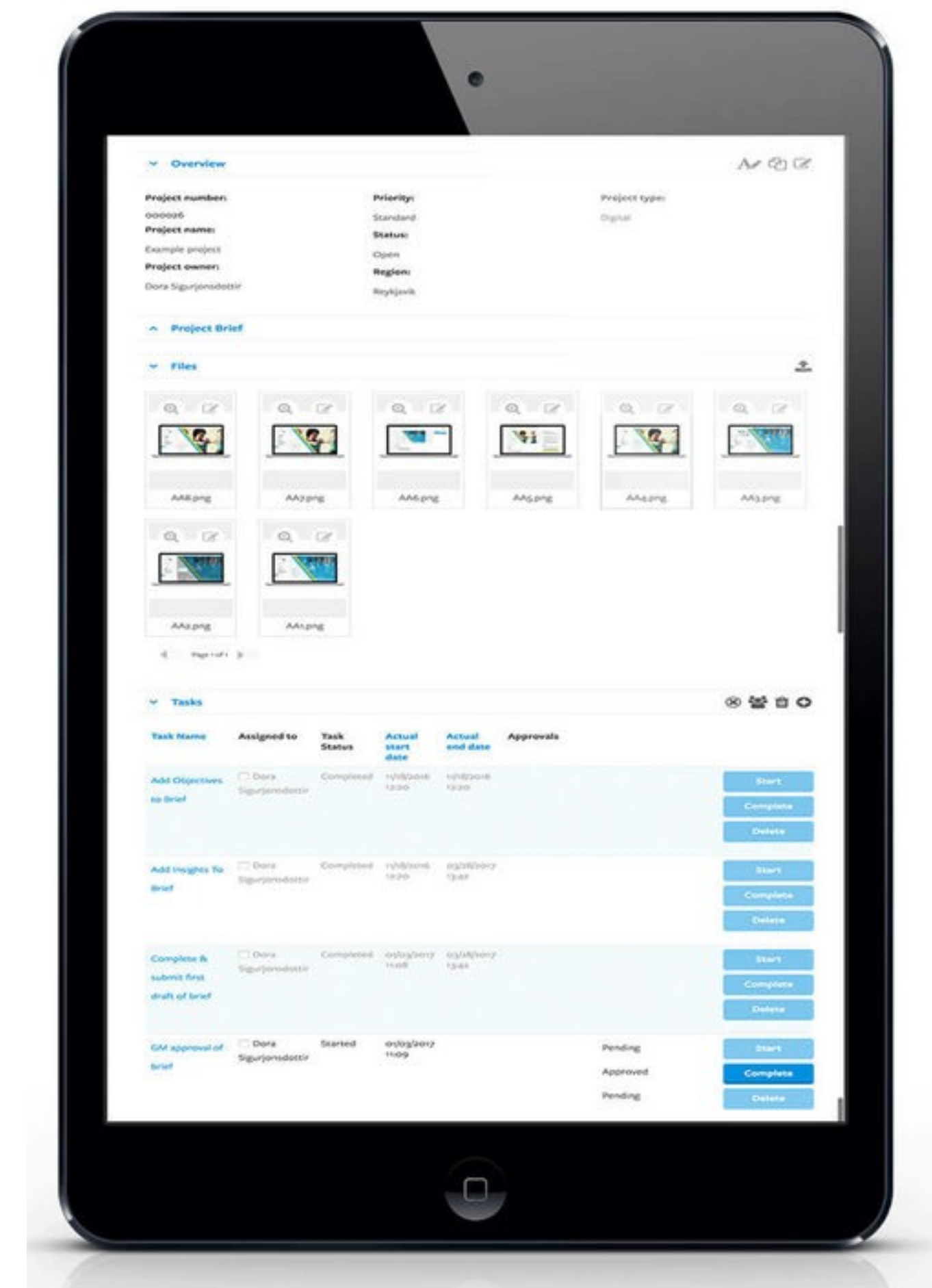
ACTIVITY MANAGEMENT



COMPREHENSIVE PROJECT MANAGEMENT

Anything that has a set of tasks to be completed can be managed through activity management.

Create **transparency** within the business with **real time** project snapshots and **easy collaboration** with agency partners, using a single system.



ACTIVITY MANAGEMENT: FEATURES

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FLEXIBLE PROJECT MANAGEMENT

- Online briefing
- Customisable workflows
- Rules engine automates project activity
- Project files management
- Online creative and brief approvals



REAL TIME COLLABORATION

- Internal & agency user access
- New task notifications
- Annotator integration allows online mark up of creative



VISIBILITY & REPORTING

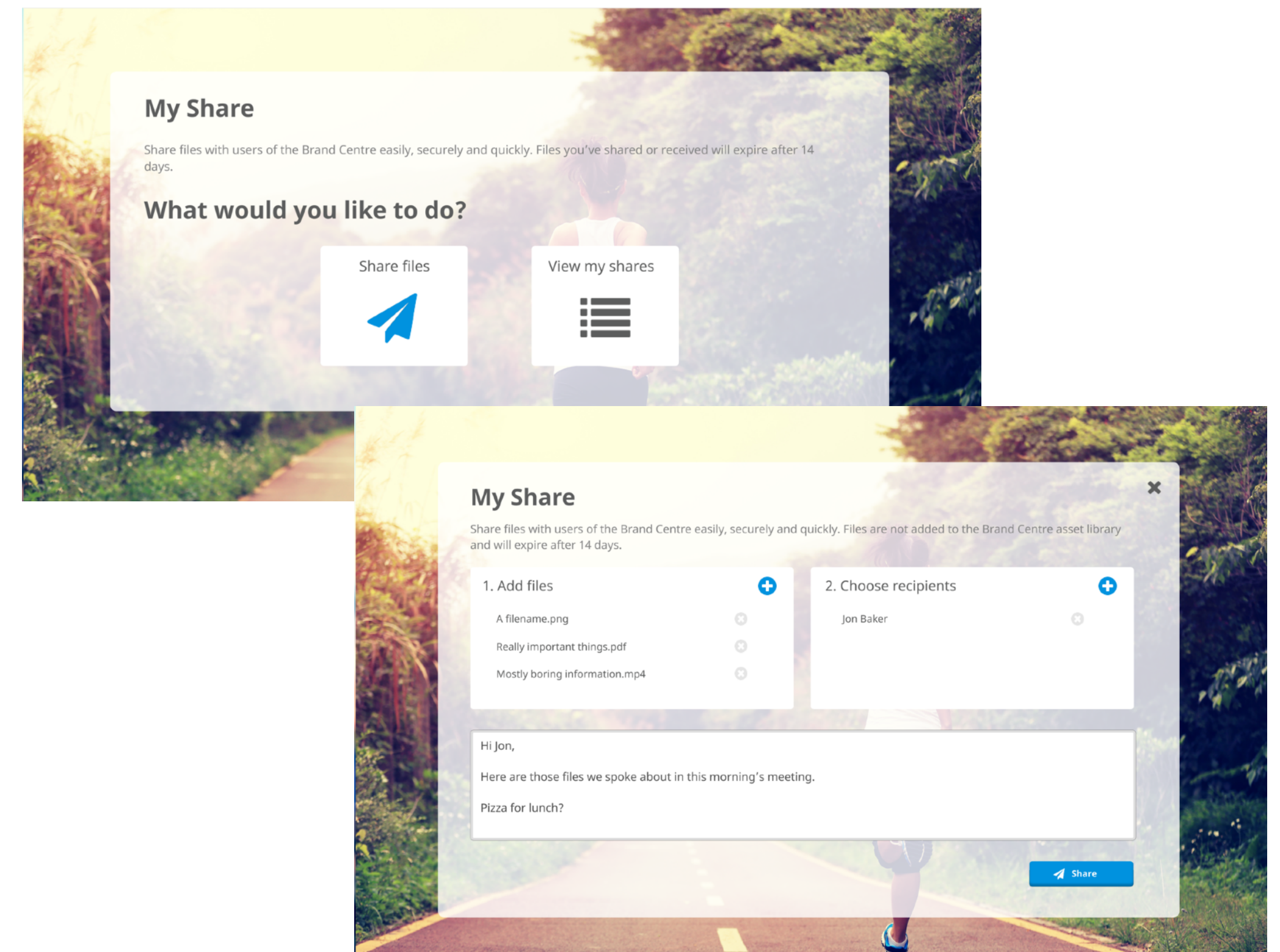
- User dashboard creates a to do list
- Progress overview for project managers
- Exportable reports of tasks, approvals, projects
- All project activity on a single page, from brief to sign off

MY SHARE

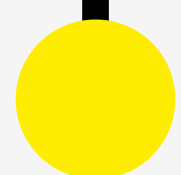
SHARE FILES EASILY & SECURELY.

My share allows users of the Brand Hub to securely share files with one another, that might not be ready or suitable for the Brand Hub asset library.

It's simple, secure and auditable.

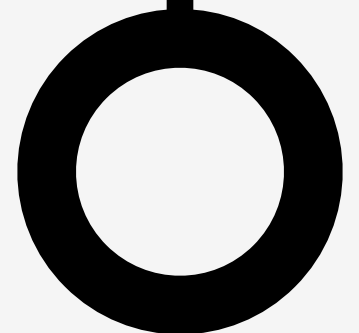


MY SHARE: FEATURES



SHARE

- Users can share with any other Brand Hub users
- Share with multiple users at once
- Send multiple files. Just drag and drop what you want to send
- Leave a message for your recipients



DOWNLOAD

- Time bound links allow users to download the files through their browser
- All they need is a browser and an internet connection



AUDIT

- Users can view history of sent and received files
- Files can be removed from a share if they were sent accidentally
- Admins have full visibility and control of all shares

SHOWCASE

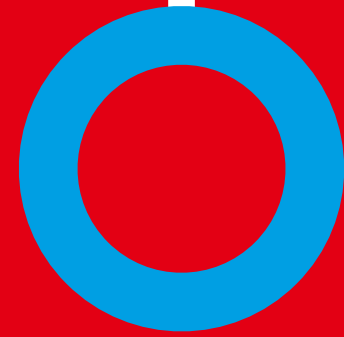
SHOW OFF. SHARE IDEAS. INSPIRE.

Using the Brand Hub to it's full potential? If so, you'll be creating brilliant new assets. **Showcase** is your place to show them off.

Educate users about a new photography launch, create a **best practice** gallery, the options are endless.

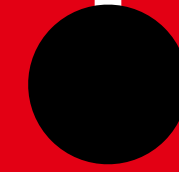
Each showcase is a stunning interactive experience.





CREATE

- Any asset in the Brand Hub can be added to a Showcase
- Group assets into collections
- Customise the cover of each showcase
- Provide commentary/context for items in your showcase



VIEW & SHARE

- View on any device
- No downloads needed
- Showcases can be linked to homepages or menu items in the Brand Hub
- Share with any users



INSPIRE

- Our clients use Showcases for...
- Awards (nominations and winners)
- Best practice examples
- Sharing new campaign launches
- and more...

WANT TO KNOW MORE?

LET US SHOW YOU AROUND!

ASK US FOR A DEMO

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www.adgistics.com