



Storya

STATEMENT OF CONFIDENTIALITY

The descriptive materials and related contents of this document contain information that is confidential and proprietary to Engagis Pty Ltd. This information is submitted with the express understanding that it will be held in strict confidence and will not be disclosed, duplicated or used, in whole or in part, for any purpose other than evaluation of this document.

Why Automate Content ?



SPEED

Producing a high volume of content and distributing it to market can be very time consuming without automation.



COSTS

Manually creating large amounts of content and then distributing it can be very costly.



COMPLIANCE

Brand consistency and legal compliance can be a real risk when manually creating a high volume of custom content across multiple content types and agencies.



QUALITY

Maintaining a consistent quality of content can be challenging when manually creating every piece of content.



CONTENT LOCALISATION

Large brands are finding it incredibly difficult to create and distribute content which is localised to their audience.

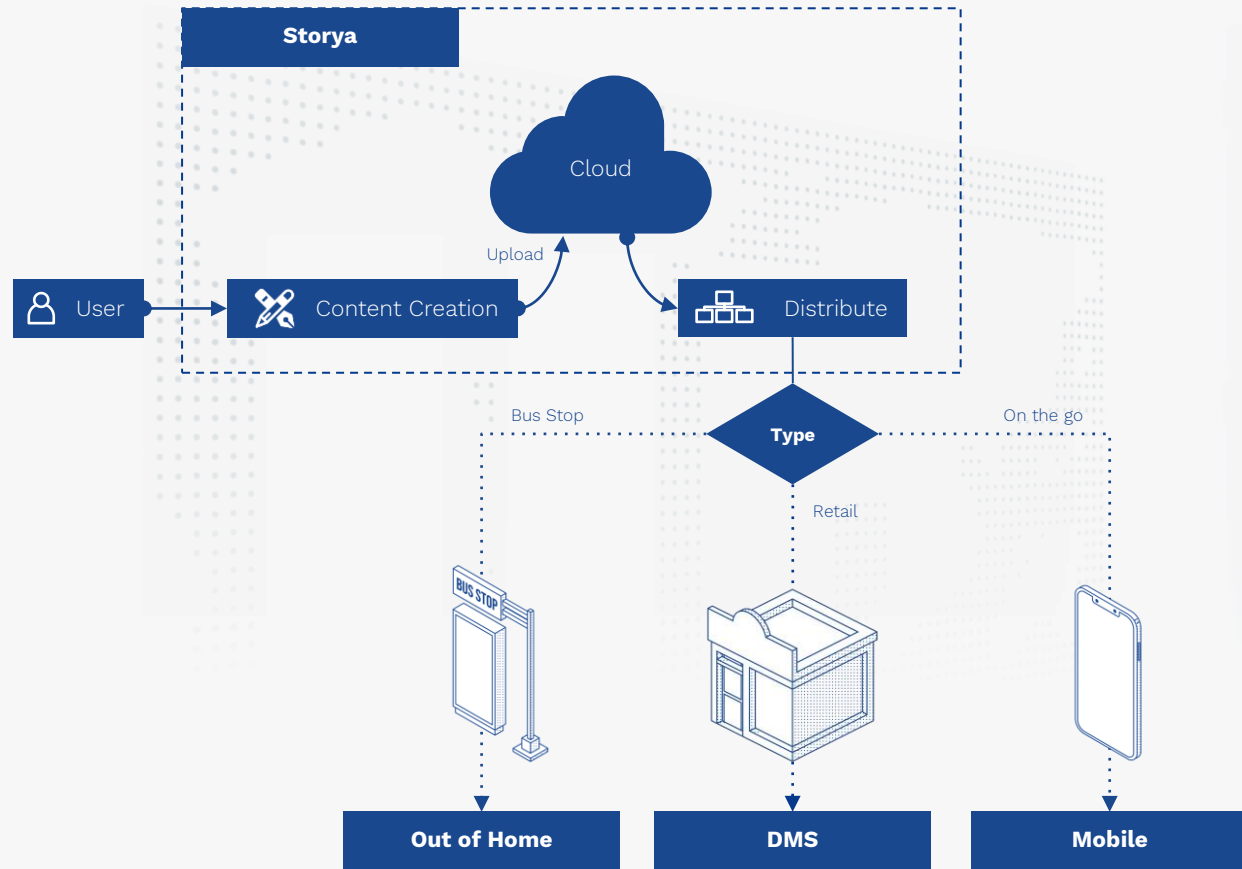


Storya Overview

Storya is an end-to-end content automation tool, that enables marketing teams to quickly and cost effectively create and distribute high-quality, digital content, based on pre-approved, brand compliant template designs.

Storya provides our clients the ability to create and distribute localised content through multiple channels, and with integration to our Eze Impress CMS, content can immediately be delivered to any of our digital signage displays out of the box.

The Storya platform has an effective approval management workflow, which ensures brand and governance compliance.



Features

Built-in Features



Dynamic Template Creation

Publish high-quality and brand-approved content quickly with pre-approved templates.



Adaptive Functionality*

Your content auto-adjusts to any screen orientation or interface.



Asset Management

Easily access assets in one place.



Live Preview

See a live preview of your content before you publish.



CMS Integration

Integration with our Engagis CMS, allowing you to publish directly and instantly through the Storya platform.



Flexible Distribution**

Define rules for where and when content is scheduled to, based on your existing localisation attributes.



Configurable Workflow

Ensure quality and on-brand content by setting up approval channels.

Additional Features***



DAM Integration

We support integration with your existing DAM platform.



Data Feed Integration

Ability to link your data source or RSS and social feeds to your content.

* *'Adaptive functionality' is built-in, assuming Engagis create the templates.*

** *'Flexible distribution' is built-in, assuming distribution is via Engagis Eze Impress CMS.*

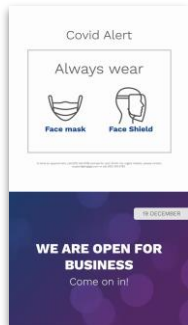
*** *Additional features are available subject to further scoping.*

Storya User Interface and Templates

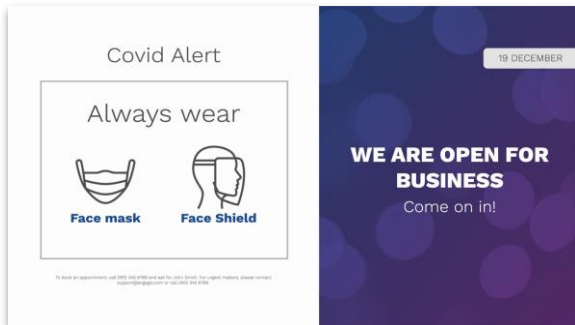


Templates

Safety Message

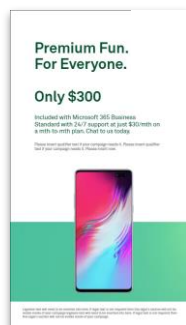


Portrait

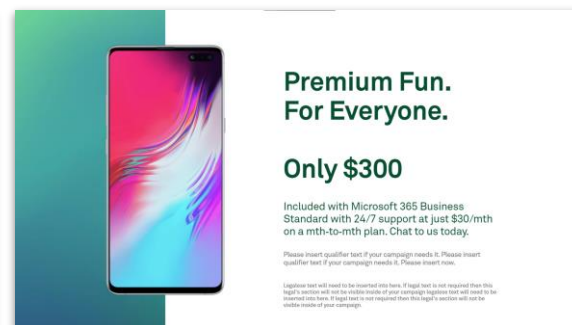


Landscape

Promotional Content

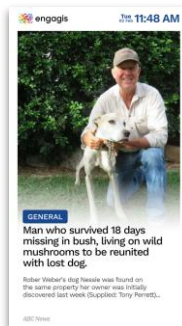


Portrait

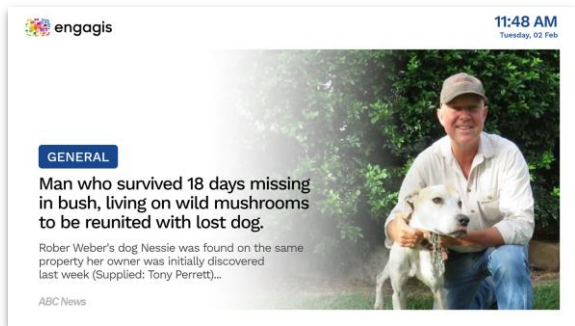


Landscape

News



Portrait

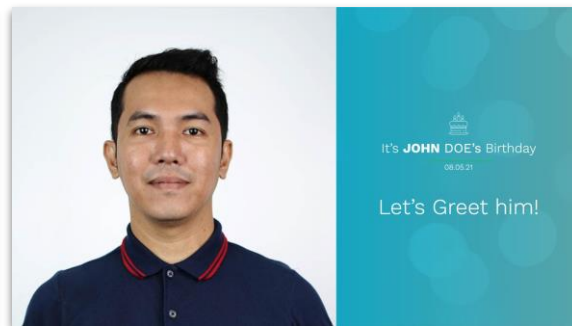


Landscape

Staff Profile

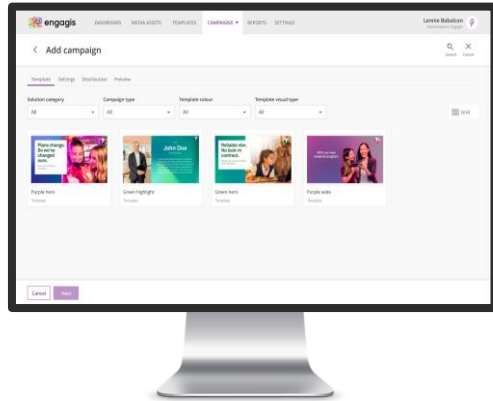


Portrait

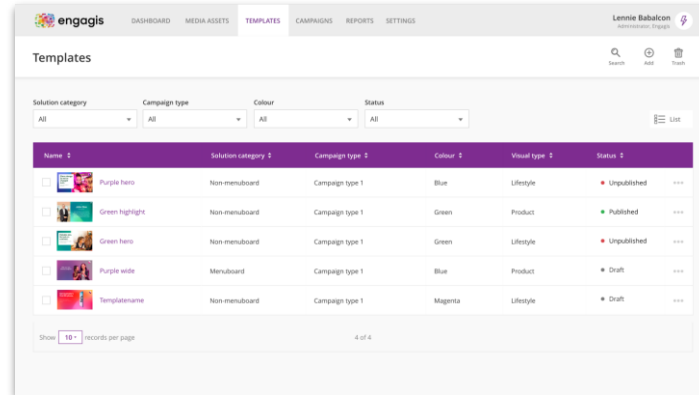
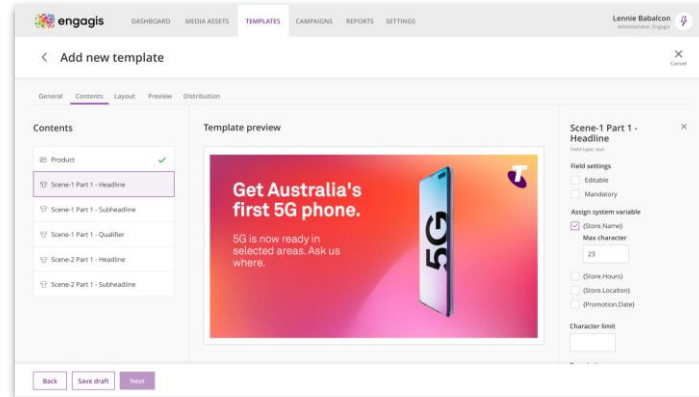


Landscape

Storya User Interface / Demo

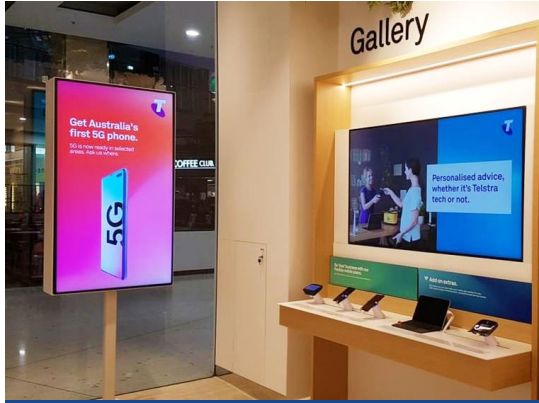


Live Demo



Case Studies





Telstra were faced with the challenge of creating and distributing high quality digital content for their store network digital signage infrastructure, at scale, cost effectively and with fast turnaround times. Telstra were also after a solution that could enable them to localise the content displayed on their screens based around the specific needs and demographics of customers and staff of individual store locations.

Engagis provided Telstra with a brand-new content automation platform, Storya, which leverages the combination of pre-designed and approved templates as well as a streamlined workflow for content approvals and distribution, enabling them to achieve their objectives of cost effectively and rapidly improving the speed to which they can get brand approved content to their screens. More importantly, the Storya platform has a distribution feature, which has allowed Telstra to distribute content that is localised to different customers in different store locations.

Engagis and the Storya platform were able to help Telstra navigate the complexities of their store and digital signage network and meet all of their requirements based around their multiple store types and the multiple screen types and orientations. Remarkably, the implementation of Storya has resulted in an improvement of their content efficiency by about 80% via the implementation of 72 templates to around 350 Telstra stores.

Why Engagis?



18+ years in business with over 50,000 connected devices under management.



End to end accountability.



24/7 support with strict SLA's.



99% uptime across our deployed and managed solutions.



Secure, enterprise grade solutions. ISO 27001 Certified.



Strong security governance. All data is stored in Australia and encrypted.

Thank You

Sydney • Melbourne • Brisbane • Novi Sad • Cagayan de Oro

info@engagis.com

1300 203 810



www.engagis.com