Templafy

We enable professionals to create **better performing documents faster** through connected content

Templafy at a glance

Industry leading customers around the world, with more than 3,000,000 users

Professional services

EY
accenture
pwc
EgonZehnder
KPMG
STANTON CHASE

Finance / Insurance

AON
UBS
LiveOakBank.
Colliers
Lincoln Financial Group
TWO SIGMA

Consumer Brand

IKEA
The Home Depot
PHILIPS
adidas
PRADA
Premier League

Healthcare

Cigna.
novo nordisk
AstraZeneca
MAYO CLINIC
HSS HOSPITAL FOR SPECIAL SURGERY
Abbott

Tech

Hewlett Packard Enterprise
AMD
SAP
avaloq
ERICSSON
kpn

Engineering Services and Manufacturing

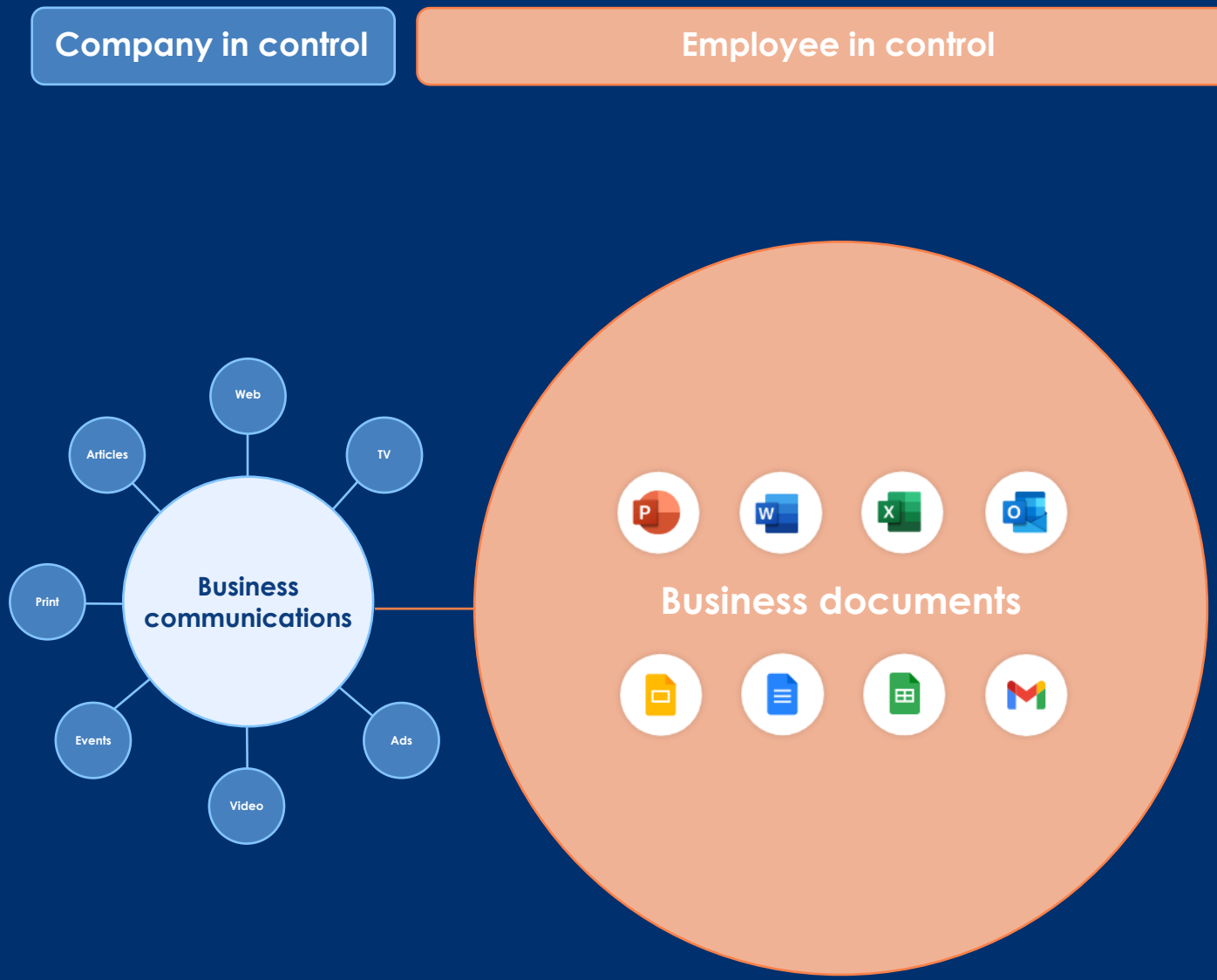
SWECO
Vestas
SCANIA
ABB
Stantec
VATTENFALL

Founding story

Templafy was founded on the realization that companies are spending enormous energy, money and resources on their brand and all the content that they produce.

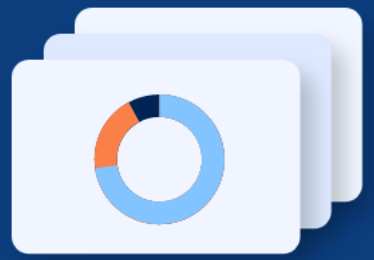
But they don't put nearly the same focus on the millions of documents created by employees – and the value those documents can create, or the cost when done wrong.

With that realization, Henrik and Christian created Templafy to solve document anarchy once and for all.

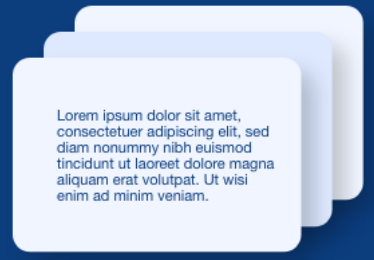


What makes up a business document?

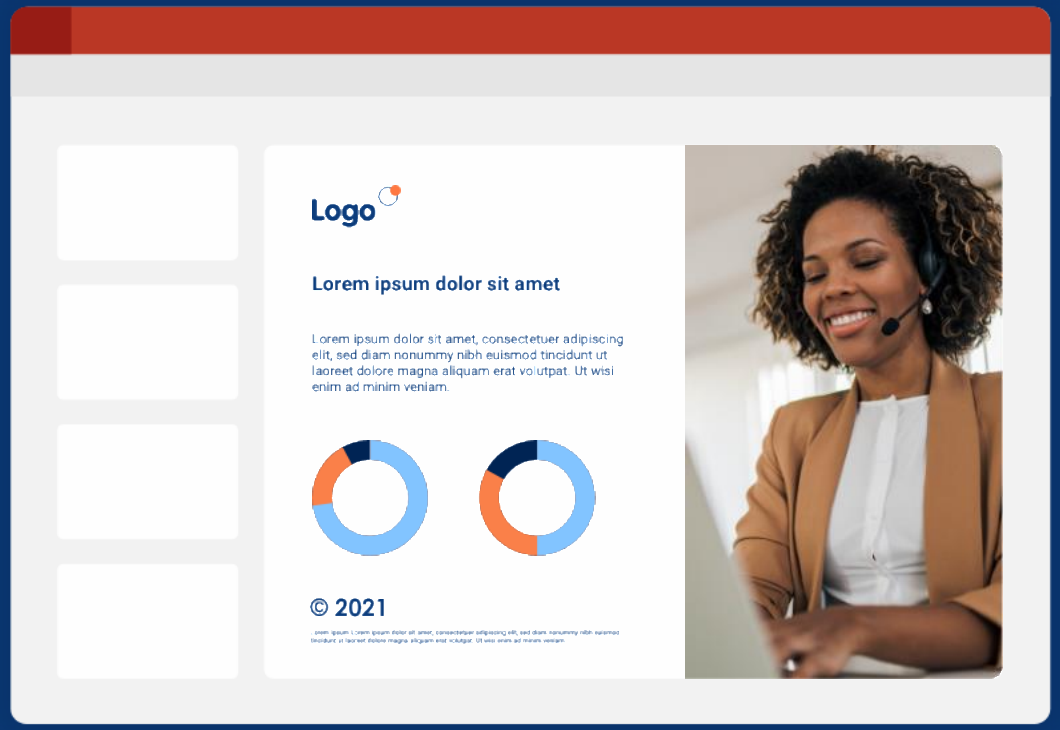
Image



Data



Text



Logo

Legal

And more

What are the steps required to build a business document?

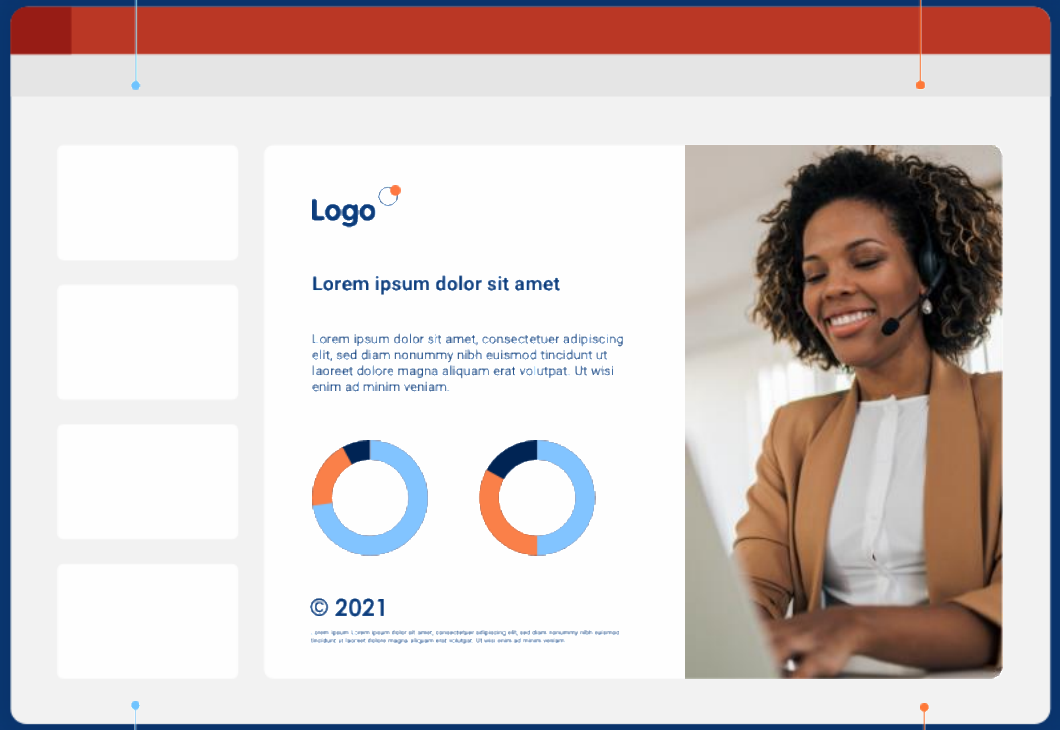
#1 Understand the rules and guidelines

#2 Locate the content sources

DAM DMS Intranet

#3 Find the mandatory content

#4 Build the template



#5 Understand the context

#6 Locate the content/data source

DAM CRM Storage

#7 Find the content and data

#8 Compile the document

What are the steps required to build a business document?

#1 Understand the rules and guidelines

#2 Locate the content sources

DAM DMS Intranet

#3 Find the mandatory content

#4 Build the template

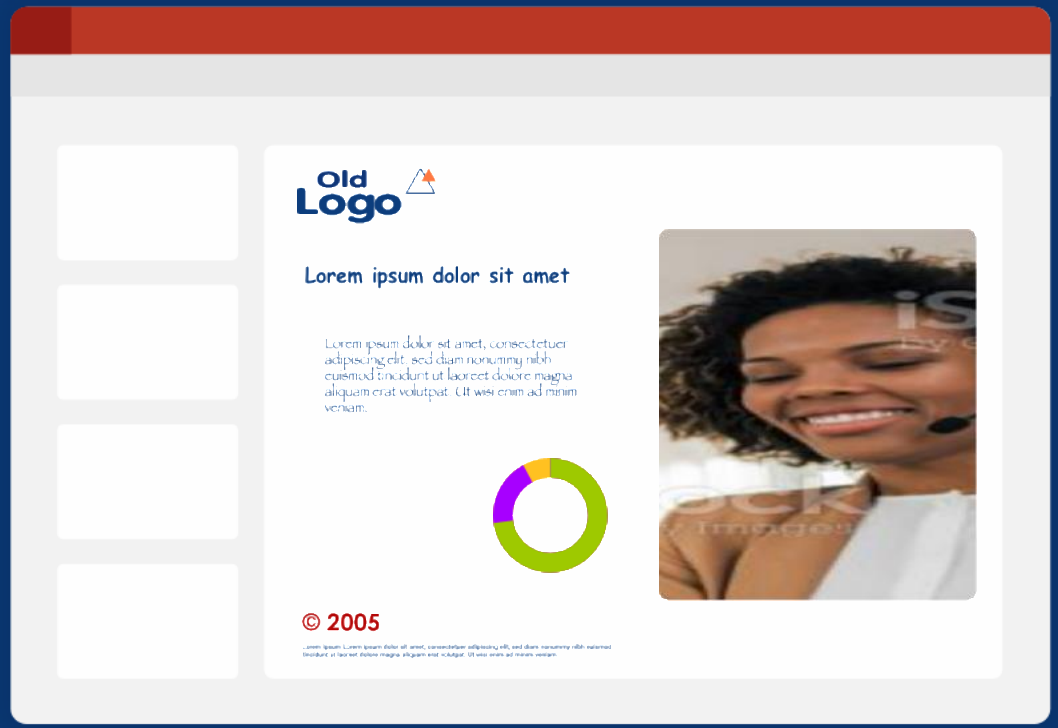
#5 Understand the context

#6 Locate the content/data source

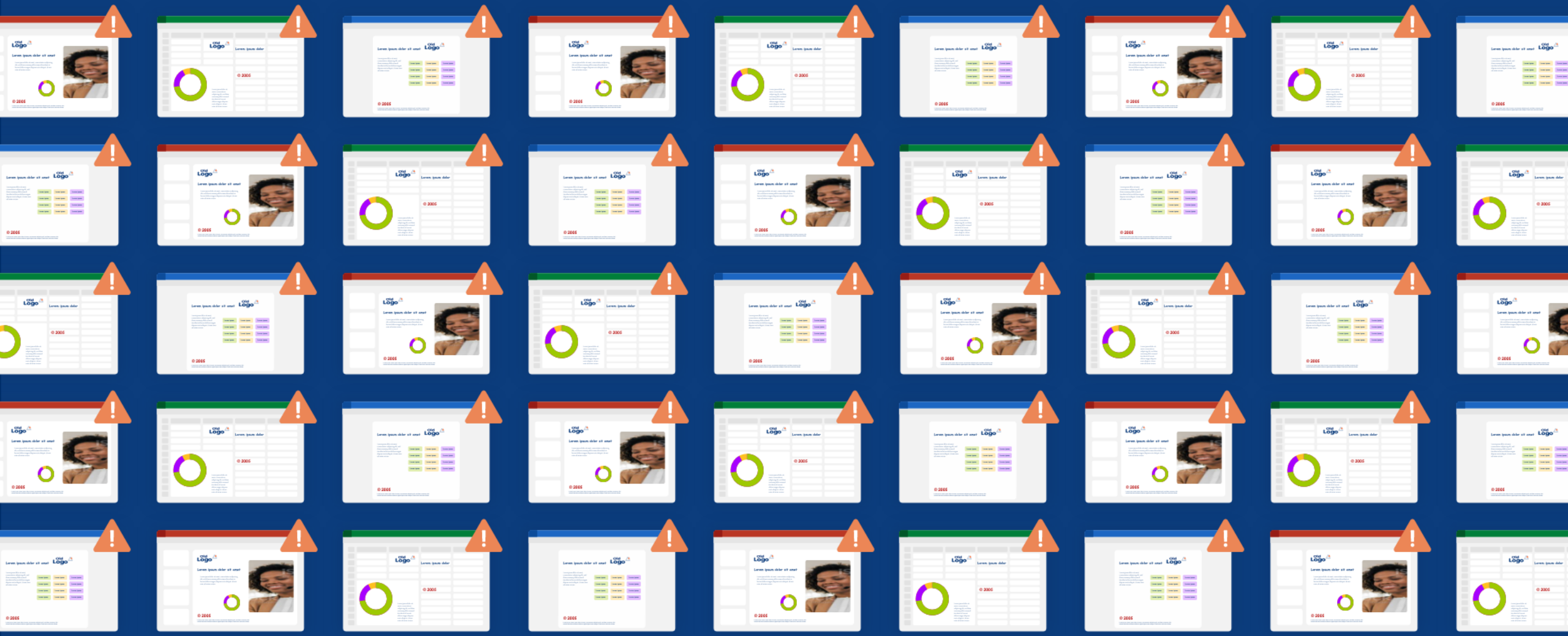
DAM CRM Storage

#6 Compile the document

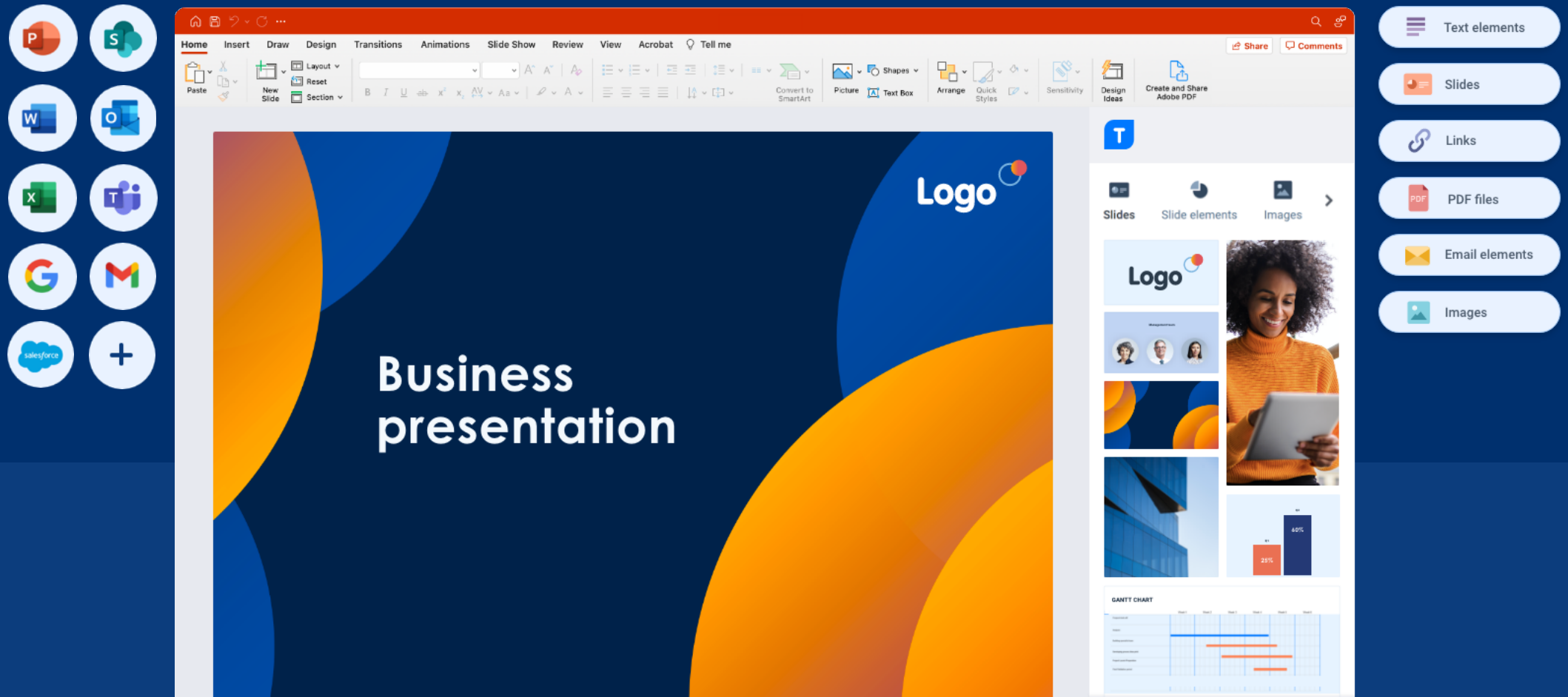
#7 Find the content and data



Disconnected content = document anarchy



Connected content



Enterprises typically come to Templafy for these reasons

Marketing & Brand

Brand Activation

Take control of the brand in all employee created documents across your company

IT and Enterprise Applications

Document Governance

Manage templates across the enterprise, while enforcing mandatory classification and metadata

Business Units and Departments

Repetitive Document Creation

Increase performance and productivity by automating the creation of proposals, reports and more

Replacement of legacy systems

Ribbon tool replacement, risk reduction

Digital transformation

Office 365 migration, software consolidation

When and why organizations turn to Templafy for brand activation

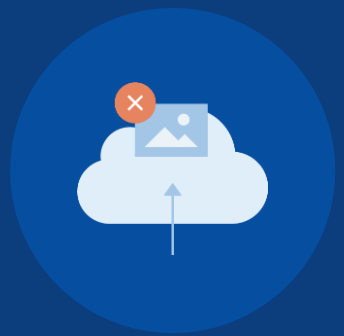
Content Connected

Rolling out a rebrand or brand refresh

"We're worried employees won't adopt our new branding"

Integrating a newly acquired company

"It's challenging to integrate new employees into our corporate brand"



Inundated with repetitive employee requests

"My team gets so many requests we can't focus on bigger priorities"

Struggling with overall brand governance

"We're frustrated with employees going rogue and off-brand"

Back to use cases

Ensure brand activation and adoption in all company documents

Content Connected

Problem

No way to control use of brand content across all employee documents

- Impossible to roll out brand updates or a full rebrand to employees
- Frustrated by persistent use of obsolete and off-brand content
- Overwhelmed with increasing number of customer content requests

Solution

- Content distribution
- Template management
- Email signature management

"Templafy has far exceeded our expectations, enabling us to drive brand consistency across all our marketing and communications efforts with ease."

Micah Davis
CMO, Live Oak Bank

Typical Situations

- Corporate rebrand or brand refresh
- Company merger / acquisition
- Extension of brand activation system
- Replacement of legacy brand systems

50% **faster** document and presentation **creation**

Branding teams **save 20%** of their **time** on governance

Eliminate 95% of IT team's involvement

adidas UBS pwc

Back to use cases