



When **information** is your most important **asset!**



Ideal solution for

- press office and marketing stakeholders
- HR/internal communications departments
- business development executives
- PR agencies

No need for different systems for each corporate function

Infoasset is an all-in-one integrated platform to meet multiple needs

- media & brand monitoring
- corporate publishing
- content management workflow
- information distribution within and outside the organization, from reports and alerts, to press releases and newsletters



Easily **gather, store, manage, route, track, retrieve** and **distribute** any type of multimedia information, either to the internal or external environment of your organization, always **safely and on time!**

A comprehensive and secure environment for the storage, management and delivery of "sensitive" information

As a function oriented solution, infoasset supports all organizations who own, create and share content, either to its internal or external environment. Infoasset allows you to seamlessly aggregate multimedia content from both offline and online sources, filter it and even personalize and distribute it via hard copy or interactive and flexible mechanisms, such as mobile, tablet, social media, microsites, electronic newsletters and extranets.

Efficient and functional workflows for managing internal processes

Infoasset allows you to easily distinguish roles and workflows by department or sector responsibility in order to exploit all archived material for creating new personalized content while monitoring the whole process in real time; from the task assignment to final approval and up to distributing different content versions depending on the selected audience (clients, employees etc) or distribution channel (form, email, social media, etc.).

Benefits

- ▲ Gain market insights to support business critical decisions.
 - ▲ Receive, sort, analyze and act on the news in real-time.
- ▲ Record news and measure public opinion to predict market reaction to events.
- ▲ Monitor and protect your brand's and products image.
 - ▲ Enhance thought leadership strategies.
 - ▲ Create targeted marketing campaigns.
- ▲ Reduce costs for collecting content and news from various sources.
- ▲ Generate revenue streams from your content.



About Athens Technology Center

Athens Technology Center designs, develops and supports innovative, high-end content management solutions to Government entities and Private sector for over 27 years, with an active presence in the EU, the Balkans and Eastern Europe, the Middle East and North Africa. www.atc.gr | info@atc.gr