

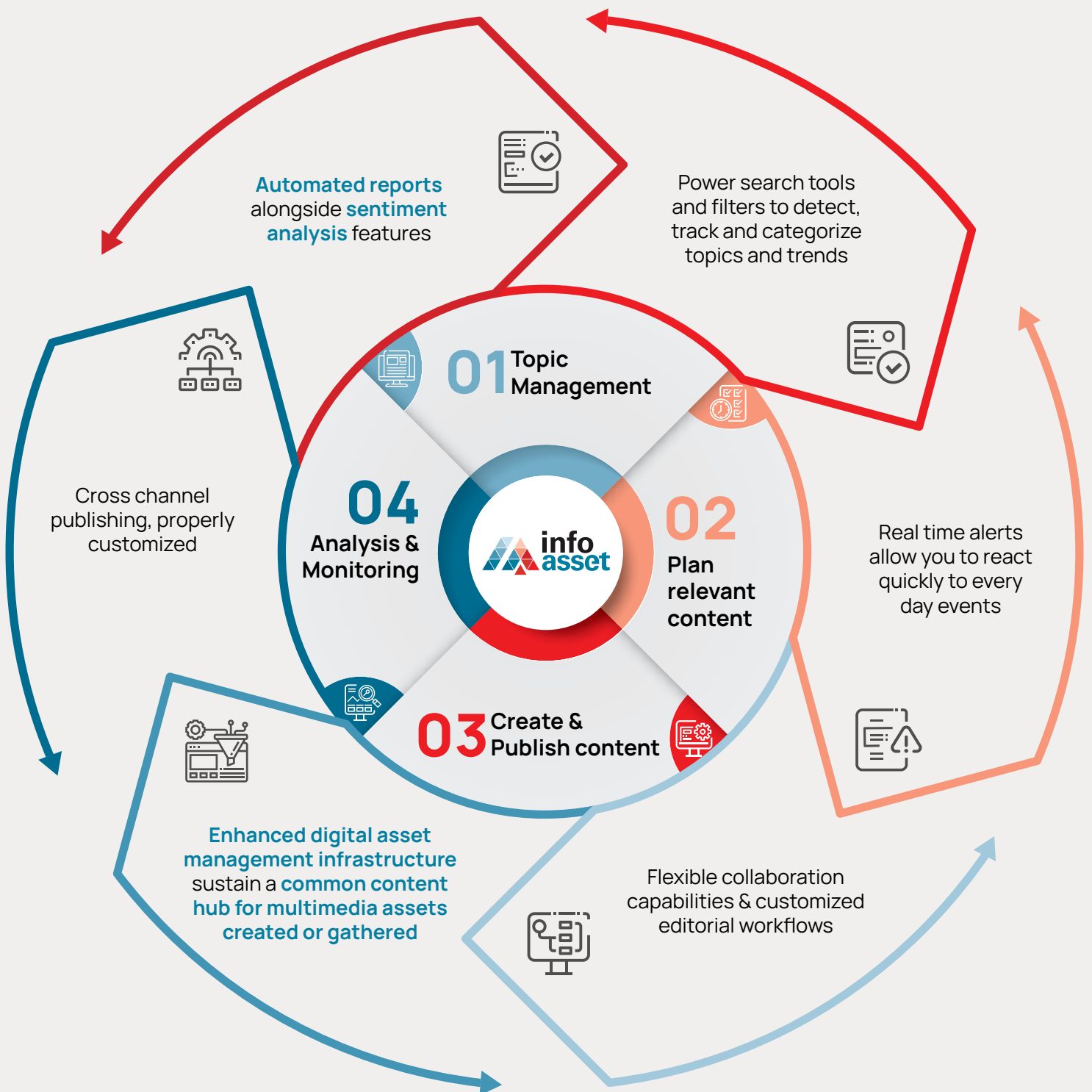
A photograph of a modern office environment. In the foreground, a woman in a grey blazer sits at a desk, looking towards a man in a blue shirt who is wearing headphones and looking at a laptop. Another man in a white shirt is seen from behind, also looking at the laptop. A woman in a striped shirt stands nearby, holding a tablet. The office has white desks, orange chairs, and large windows in the background. The text is overlaid on the bottom half of the image.

Introducing the **newsroom**  
mentality  
into **corporate**  
**communications**

# The ideal solution for running your corporate newsroom!

From SMEs to large organizations, and from agencies to public authorities, infoasset will help you tackle with information overload and lead the communicative integration!

Infoasset follows a holistic, modular approach, helping you to identify important issues or seasonal trends seamlessly and on time, and allowing to create and push the appropriate content to the right channels, properly customized, and at the right time.



# Energize your corporate newsroom today!

Strategically build authenticity and transparency, while effectively supporting your brand promise.



## Unique benefits!

SaaS based solution to reduce the high cost of collecting, creating, managing and distributing content!

- Streamlined processes and synergies enablement
- Efficient and user friendly user environment
- Real time monitoring of editorial workflows
- **Long term preservation and controlled access to brand assets**
- Improved reaction capabilities
- Targeted content for each audience



- **Cut through** the information **clutter** and **gain insights** into specific topics of interest in real time.
- **Seamlessly work with your partner agency** via **remote, role-based access** and **customized editorial workflows**, accompanied by commenting and version control features.
- Create and distribute content both on an “act now” approach or on a deadline basis.
- Safeguard your brand’s tone of voice via centralized storage and **lifecycle management for all types of digital content**, that allows you to provide a broad variety of content to media contacts instantly.
- Keep staff, customers and media stay in touch, with customized information packages, depending on specific thematic targeting (publicity, seasonality, competition, industry regulatory framework, etc.) or group of recipients.

Infoasset is an integrated content collaboration solution, allowing you to fully digitize all content cycle-related processes and effectively support your Corporate Newsroom.

Infoasset's modular structure unifies unites topic & editorial planning with cross channel publishing, via innovative media monitoring, content planning and creation features, accompanied by enhanced digital asset management and cross channel publishing capabilities.



## Contact

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