

InfinitDIGITAL

TENOVOS Active Story Management Platform

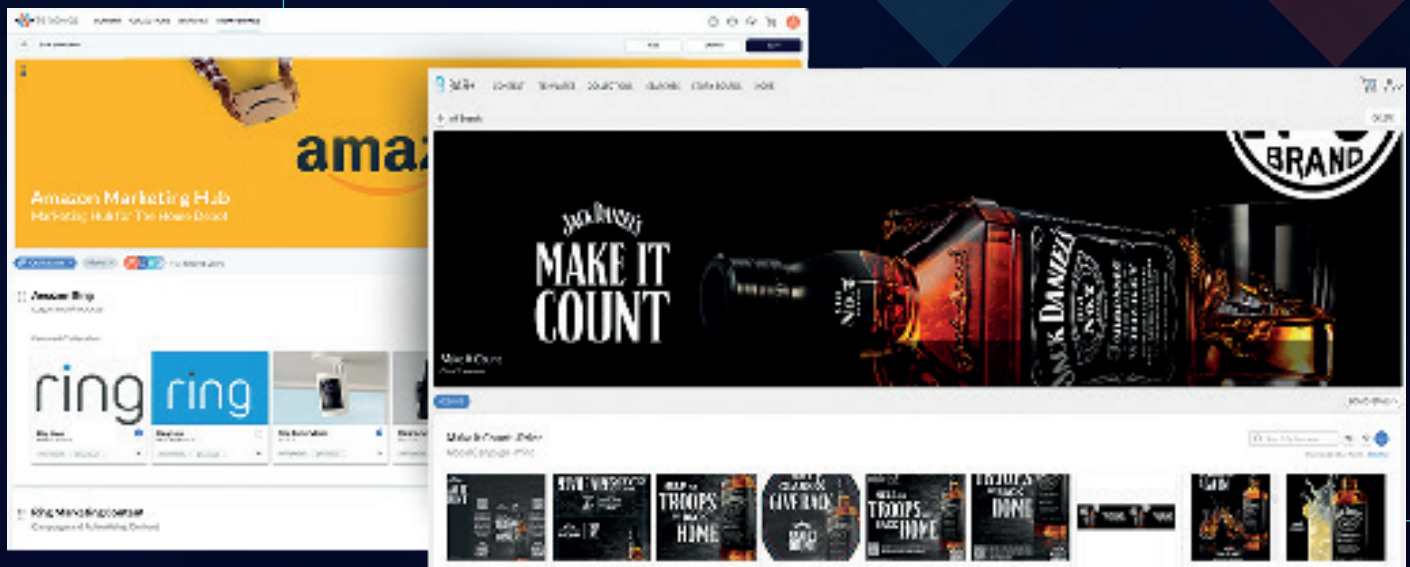
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Effective storytelling at scale requires a **modern, data-driven** DAM platform.

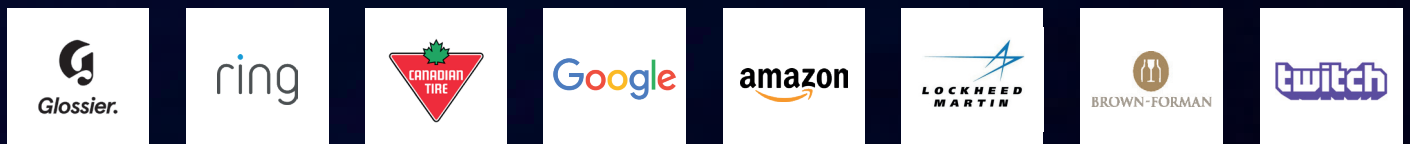
Tell Stories that Matter.

Impactful marketing depends on delivering the right content at the right time to the right person. Targeting your audience with relevant content that tells a **compelling story** delivers a personalized experience that wins loyal customers.

With the right Digital Asset Management platform in place, the modern enterprise can empower creatives, marketers, and sales teams to easily **manage, move, and measure** the digital assets that serve as the building blocks of those stories.



LEADING BRANDS USE TENOVOS TO PUT CONTENT IN CONTEXT AND INCREASE THEIR **RETURN ON ASSET**.



Made to **Measure**

The Active Story Management platform goes far beyond the reach of the traditional DAM to enable organizations to create, share, and analyze their assets like never before. Our core product offerings — **Story Management**, **Story Orchestration**, and **Story Activation** — combine to create an intuitive, consumerized user experience that delivers a 360° view of content for every type of stakeholder. Together, these three innovations help businesses measure and grow their **Return on Asset**.

Tailored to **Your Needs**

At the core of this DAM platform is a **modern, flexible data model** that empowers organizations to exponentially expand their assets and associate them with all types of relevant data. Designed with extensibility in mind, the user experience, collaboration workflow, and overall asset management paradigms are configurable to the unique business needs of each customer. Our team of experts works in partnership with customers to build, configure, and deliver a **personalized platform** that serves their specific needs.



Key Capabilities Include:



END-TO-END MICROSERVICES
AND **CLOUD-NATIVE**
ARCHITECTURE



CENTRALIZED CONTENT,
WORKFLOWS, AND
INSIGHTS.



SMART ASSET TAGGING
WITH **ARTIFICIAL**
INTELLIGENCE



ROLE BASED UX/UI
THAT STREAMLINES
PRODUCTION

GOVERNANCE OF FEDERATED
DATA TO CONTINUOUSLY
DELIVER AT SCALE

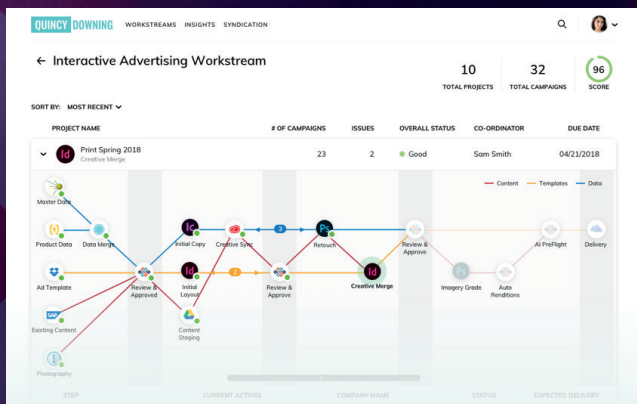
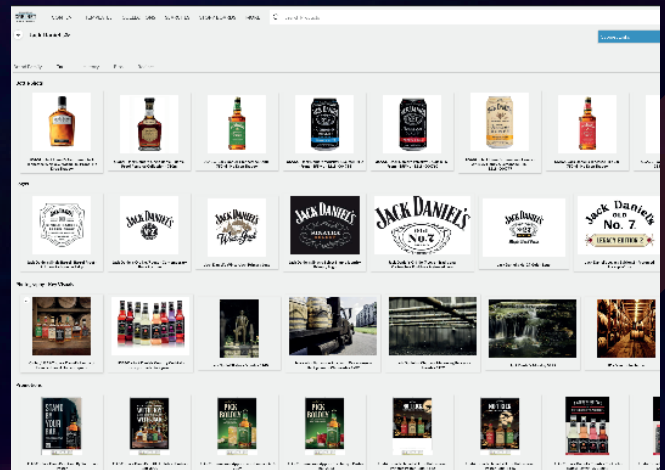
ENTERPRISE-LEVEL SECURITY,
INTEROPERABILITY, AND DATA
INTEGRATION

ADAPTABLE,
CONSUMERIZED USER
INTERFACES

Story Management

ORGANISE, TAP AND GOVERN

Story Management is our re-imagined DAM where creatives, producers, and marketers come together to create data-driven stories that get results. Teams can organize, tap and govern the assets in role-based user interfaces protected by best-in-class security. Story Management is home to three powerful extensions: **Story Link**, a patent-pending plugin that integrates with CMS, creative tools and publishing applications to drop the right DAM assets directly into workflows; **Story Boards**, a configurable, template-powered portal for secure asset sharing, distribution, and campaign management; and **Story Rights**, which pairs critical rights management capabilities with every asset.



Story Orchestration

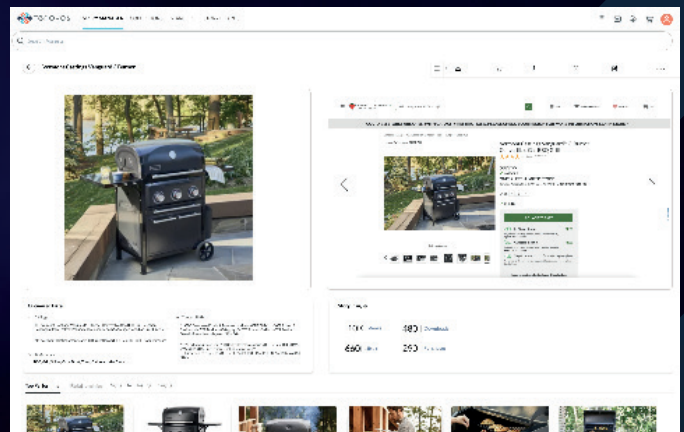
CREATE, APPROVE AND SHARE

Creative review and stakeholder approval are critical to every successful asset. Story Orchestration powers easily customized workflows that allow groups to work collaboratively wherever they are - especially important in today's work environment. Whether you're collaborating with co-workers, across agencies, or with freelance content producers, Story Orchestration provides advanced life-cycle management while optimizing process, governance, and production cycles.

Story Activation

PUBLISH, ANALYSE AND OPTIMISE

The brains of the operation, Story Activation is an end-to-end analytics and asset intelligence engine. This innovation allows the capture of aggregate data gathered across Story Management and Story Orchestration so users can generate insights, visualizations, reports, recommendations, and value measurements. Creative professionals can use these insights to drive content decisions early in the storytelling process, and stakeholders can assess the value of all content housed within Story Management.



Are you ready to see what a truly connected content ecosystem could do for your business?

SOLUTIONS FOR TRANSFORMATION

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