

WHEN INFORMATION IS YOUR MOST IMPORTANT ASSET

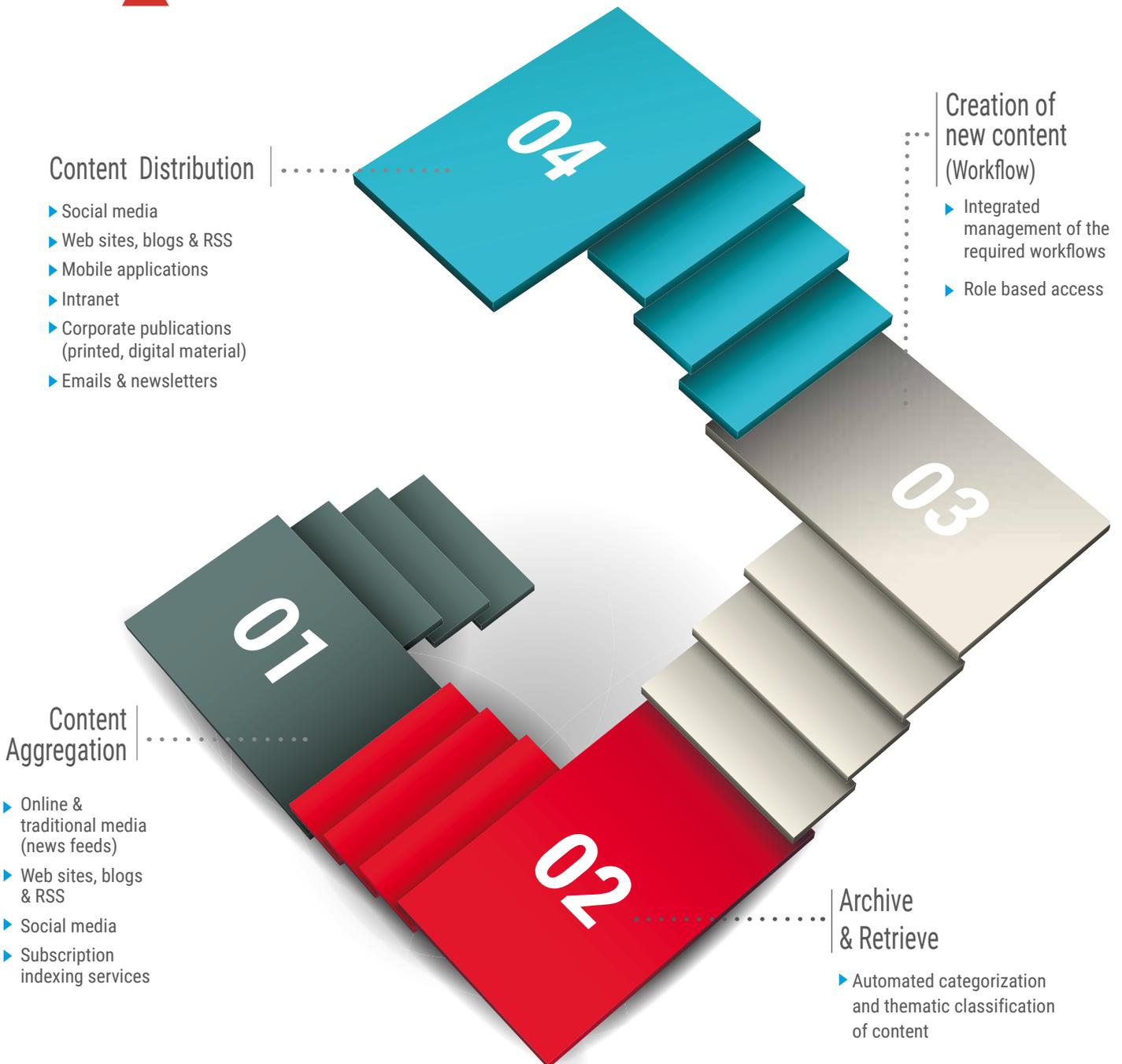
Specialized, all-in-one
Content Management
software solutions



Content new priorities in all types of communication

The main priorities in any organization's internal and external communication have changed radically: **engagement, education, empowerment, and entertainment** are the axes within which all content is exchanged, both inside and outside businesses.

From supporting **multichannel relation** and **content-based marketing strategies** to the need for **corporate image mapping** and the daily **publicity monitoring**, or the **provision of general information** on developments in a legal, regulatory or economic framework, the relationship with content will never be the same again.



Obtaining advantage inside and outside the business

Organized, easy access to a plethora of news or other kind of content from multiple sources (offline & online, including **social listening**) offers significant holistic insight into the business and **makes decision making easier** - from the **press office**, the **communication** and **human resources departments** to the **legal and financial** department. At the same time, the ability to produce and distribute multimedia content to different media (web sites, blogs, social media, mobile apps, newsletters, etc.) directly and effectively, actually widens the scope of the **dialogue** with the business' audience.

By selecting the **infoasset** platform, you obtain access to an innovative application for the **collection, production, management and distribution of multimedia content on multiple channels, at a single click**'. At the same time, you enjoy a practical and functional **means of managing internal procedures** (workflows) for the production of this content -from the assignment stage and the gradual changes or final approval, to its distribution in different formats and versions depending on the recipient or the channel that will be selected (incl. form, email, social media, etc.).

Who do we serve

Given the **different roles and workflows per department or area of responsibility** and by means of the **possibility of remote access**, the organization can now meet a multitude of needs through **1 integrated platform**. This, in combination with the distribution of the platform in a **'software as a service'** model significantly reduces the administrative costs at the level of IT infrastructure.

HR & Internal Communications

- ▶ Multiple choices of channels of information (intranet, newsletter, special reports, etc.)
- ▶ Possibility of creating individualised **information** or training material **'packages'** depending on the specific aim of the product or the group of recipients (publicity, timeliness, international and local developments with regard to the regulatory and legal framework of the market, etc.)
- ▶ **Use of a mobile application** for a constant flow of information and training material, 'knowledge and recall tests', etc.

Media & Brand monitoring

- ▶ **Collection** (aggregation) of any kind of data 'flow' (indexing services, RSS feeds, web sites, blogs and Social media) as well as **thematic classification** (tagging & archiving) in accordance with the organization's business logic
- ▶ **Display and mapping of the corporate image** - automatic classification of each record's hue (**sentiment analysis**), creation and distribution of reports
- ▶ Logical **confirmation** of the **degree of validity** of social media reports
- ▶ Organised record of public reaction to various factors in order to anticipate market movements

Cooperation with existing systems and external associates

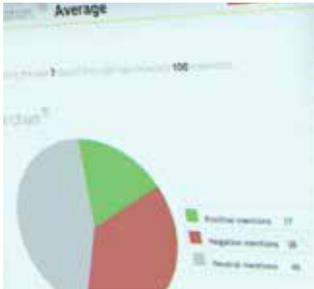
- ▶ **Common working environment** with associates from an advertising company, PR agency, mass media, etc. (**online newsroom** & workflows) - complete and safe environment for storage, management and delivery of 'sensitive' or non-sensitive information, allowing the search of archival material through easy-to-use filters and multiple criteria
- ▶ Possibility of interconnection with inbound marketing (automation, etc.) or CRM platforms



Corporate Publishing

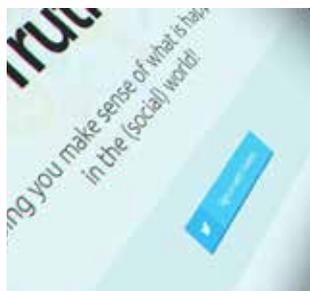
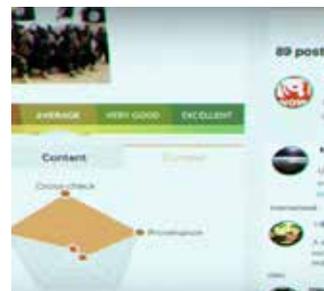
- ▶ Full coverage of **corporate publication** processes, either in printed or electronic format (CSR reports, HR subject-matter, information publications on retail points, etc.)

The information that may be collected, along with their sources, are appropriately set to meet your company's commercial objectives and to add extra value to your audience.



Brand management & Thought Leadership

- ▶ Easy, fast creation and distribution of information and training material in and outside the organization (reports, press releases, industry reports, white papers)
- ▶ Immediate update of multiple social media accounts and web sites
- ▶ Mass email dispatches





Normalization of the speed of content's collection, classification and analysis

Inexpensive and easy implementation of content marketing strategies for multiple target audiences

Benefits

Full integration with third parties' applications

Ability of generating revenue from commercially exploiting the content existing within the organization



Significant cost reduction of for collecting and distributing content



Athens Technology Center (ATC) designs, develops and supports innovative, end-to-end content management platforms for Private and Public actors.

The company maintains an active presence in the EU, the Balkans, Central Europe, Middle East and North Africa for almost 30 years.

Infoasset suite is a unique, expandable and modular platform that fully covers the needs for direct and easy access to organized news or other content and supports content-based marketing strategies. The platform enables communication, press office, marketing, regulatory or legal division of any organization to manage the entire volume of information collected, but also the appropriate workflows for creating and distributing content to both external and internal stakeholders, via different channels



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