#TXS2020

SDL

aprimo

Aprimo-SDL Integration

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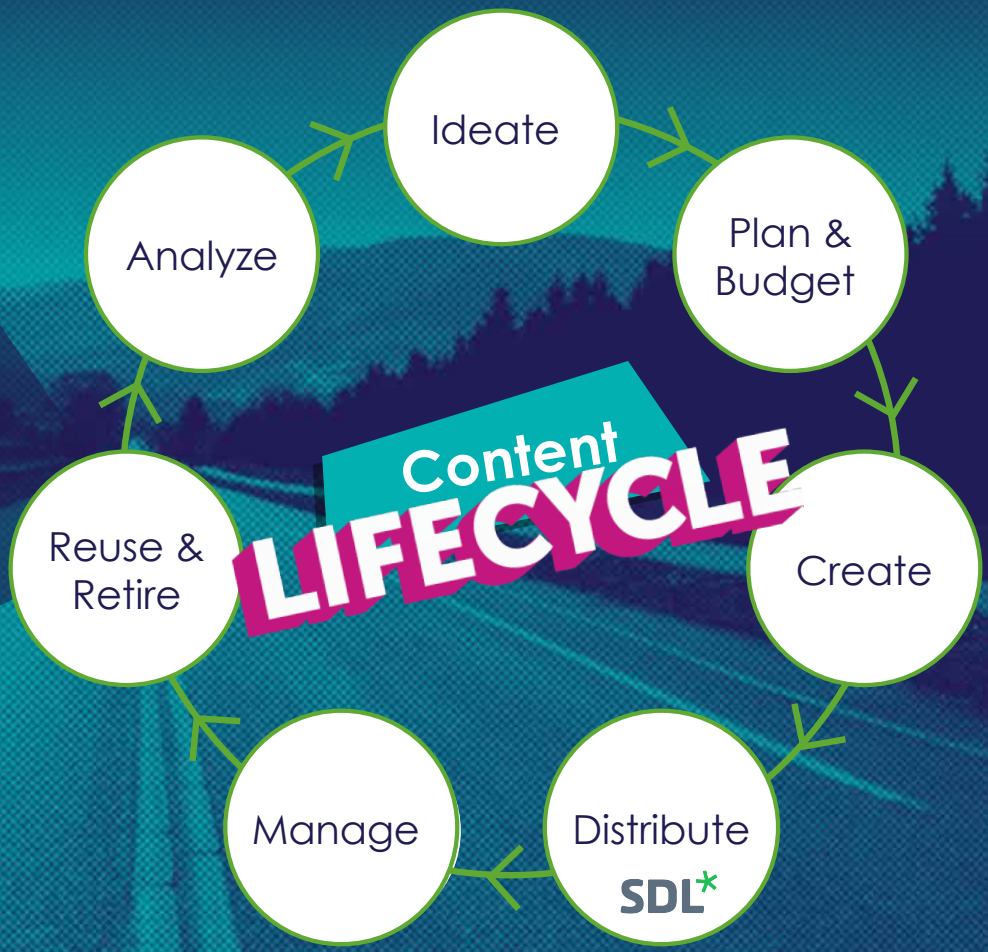
Looking for a DAM tends to mean....
Create
Manage
Distribute

…however all of these “tools” are typically needed to manage the entire content lifecycle…
… which is why you need to move from this…
Ideate
Plans
Manage
Rights
Execute
Create
Report
Budget
Distribute

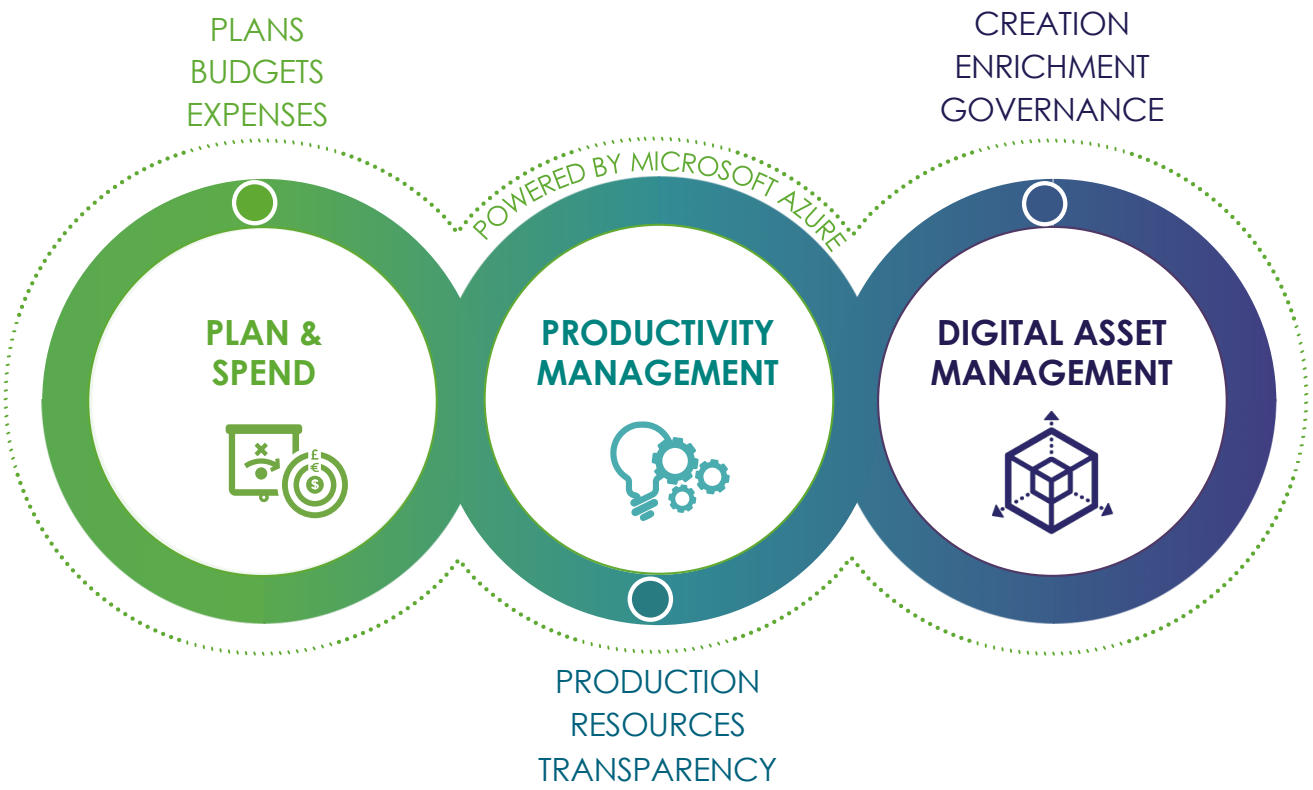
… to this.

Bringing the entire **Marketing**, **Content** & **Brand** Lifecycle together

- **improves** the value of content
- **drives** the power of the brand &
- **enhances** customer experiences.



APRIMO PLATFORM with Industry Leading Capabilities



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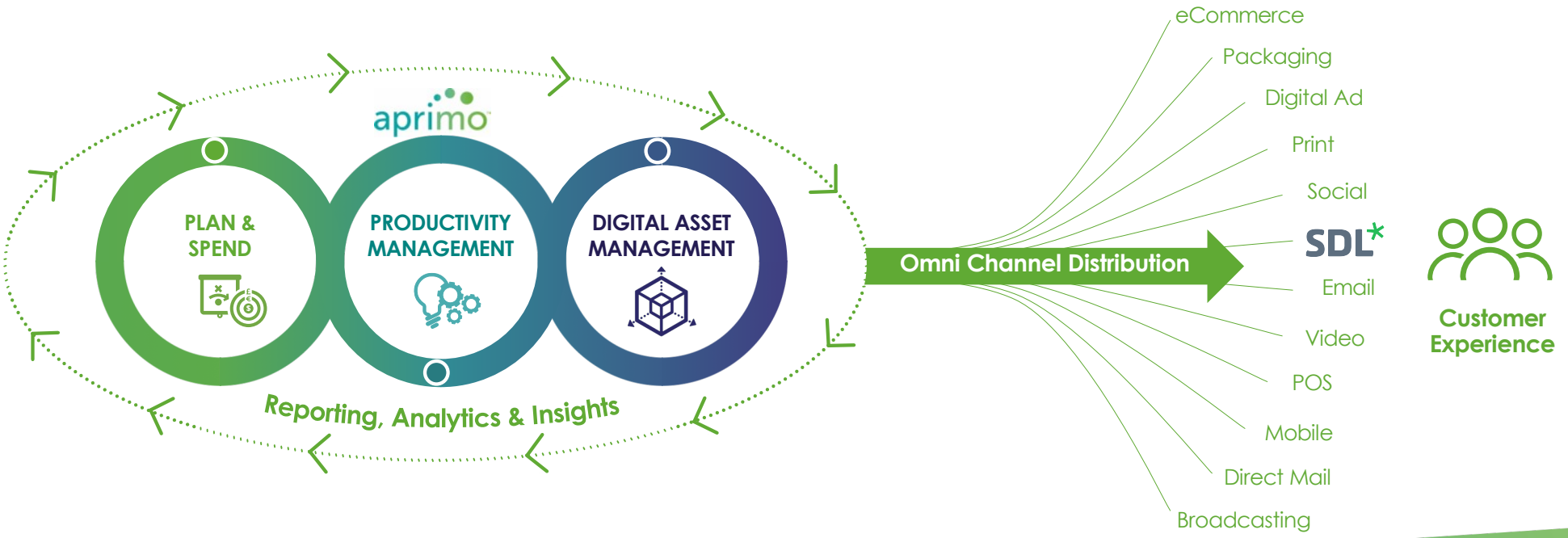
APRIMO PLATFORM with Industry Leading Capabilities



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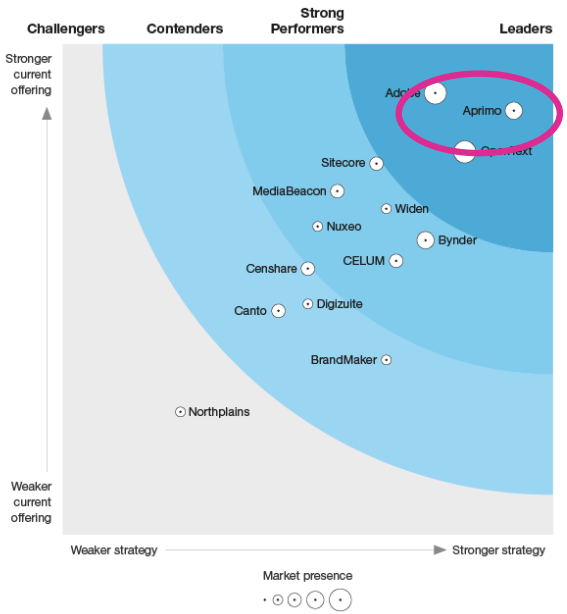
Recognized Industry Leader

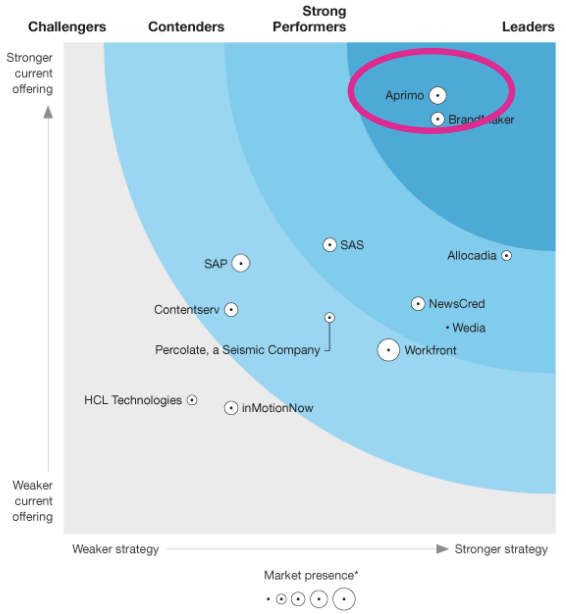
Digital Asset Management for CX

Forrester Research 2019



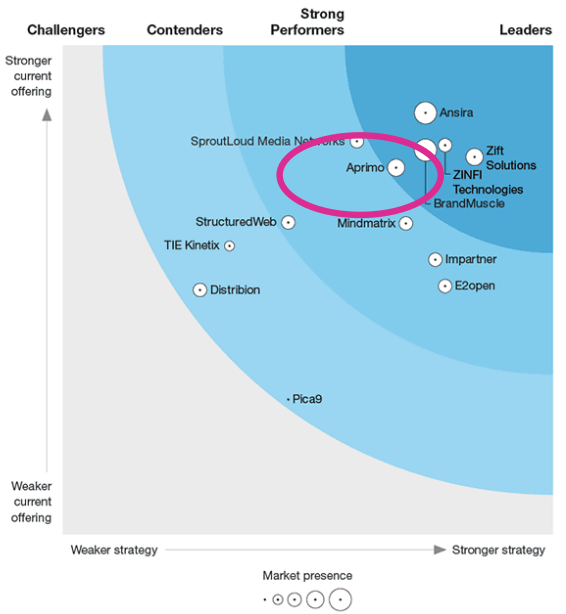
Marketing Resource Management

Forrester Research 2020



Through-Channel Marketing Automation

Forrester Research 2020



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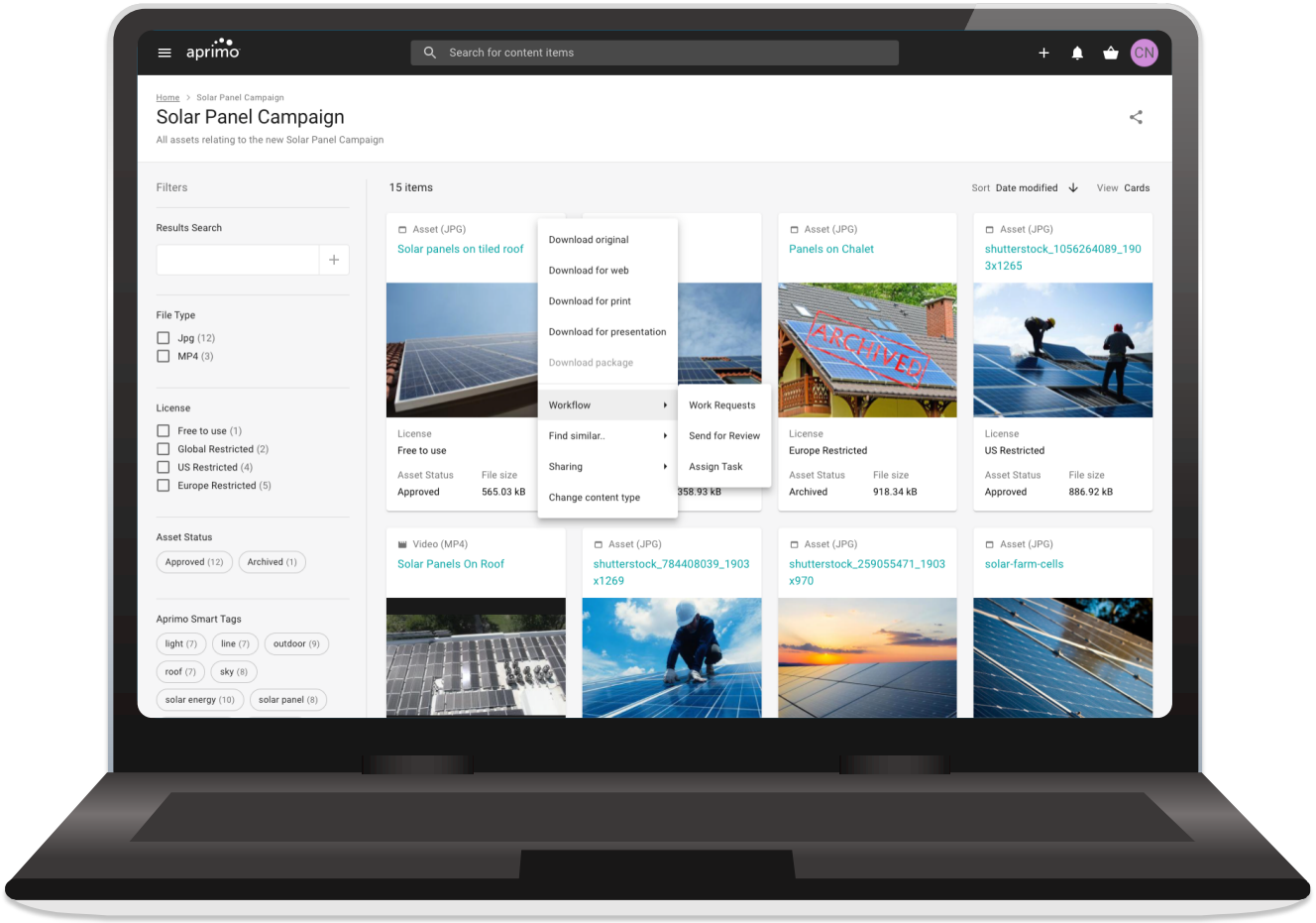
Demo



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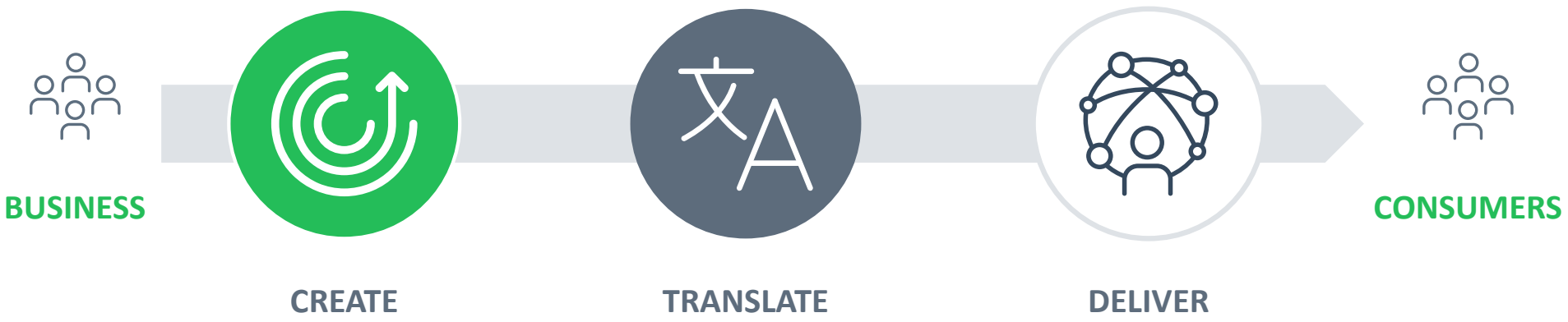
Enable the Global Content Supply Chain



Aprimo Productivity Management	SDL Language Cloud	SDL Tridion Sites
Orchestrate creation of assets/content in Aprimo DAM & SDL Tridion Sites	Translate DAM assets & SDL Tridion content	• Consume DAM assets • Publish and deliver content

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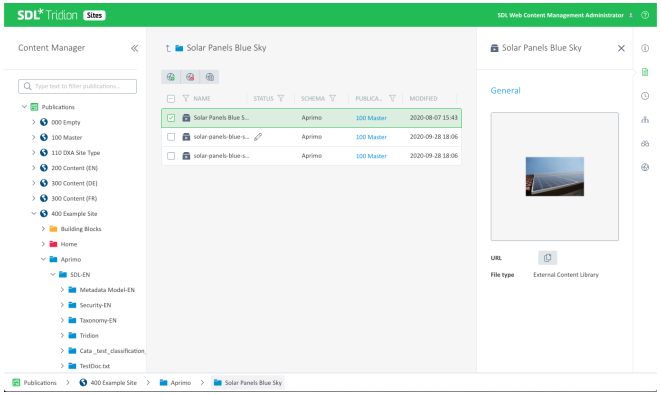
Aprimo DAM Connector

- Manage media assets and content from one single interface
- Search media assets based on tagging
- View media asset metadata
- Consume media assets in content components & on pages
- Mark media asset in use by SDL Tridion in the Aprimo DAM
- Pick relevant derivative (based on aspect ratio, resolution etc) to optimize the content on a certain page
- Management of media asset metadata
- Localization support
- Support for CDN links
- Supports:
  - SDL Tridion Sites 9.0 (ECL v2)
  - SDL Tridion Sites 9.1/9.5 (TIF)



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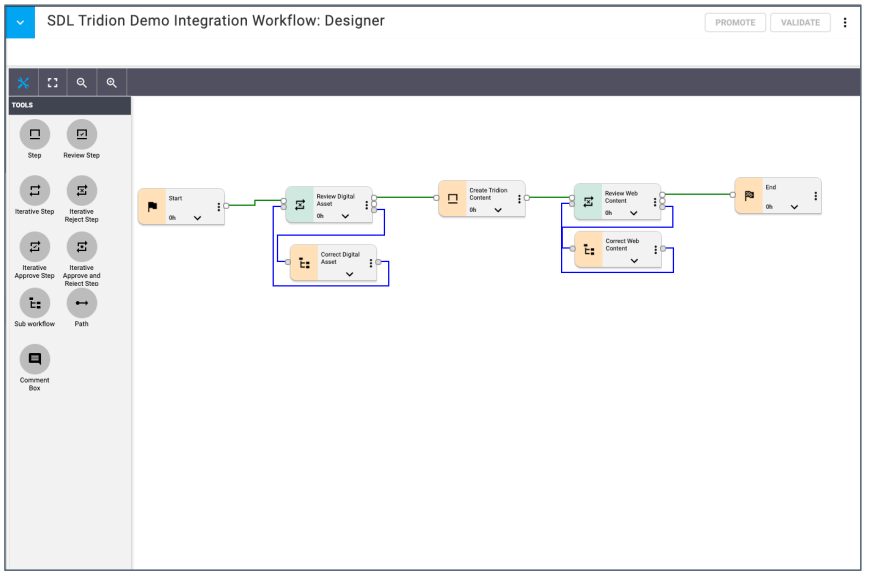
Aprimo PM Connector

- Receive notifications on workflow steps
- Read/update Aprimo workflow projects and tasks
- Create attachments
- Can be integrated with Tridion workflows



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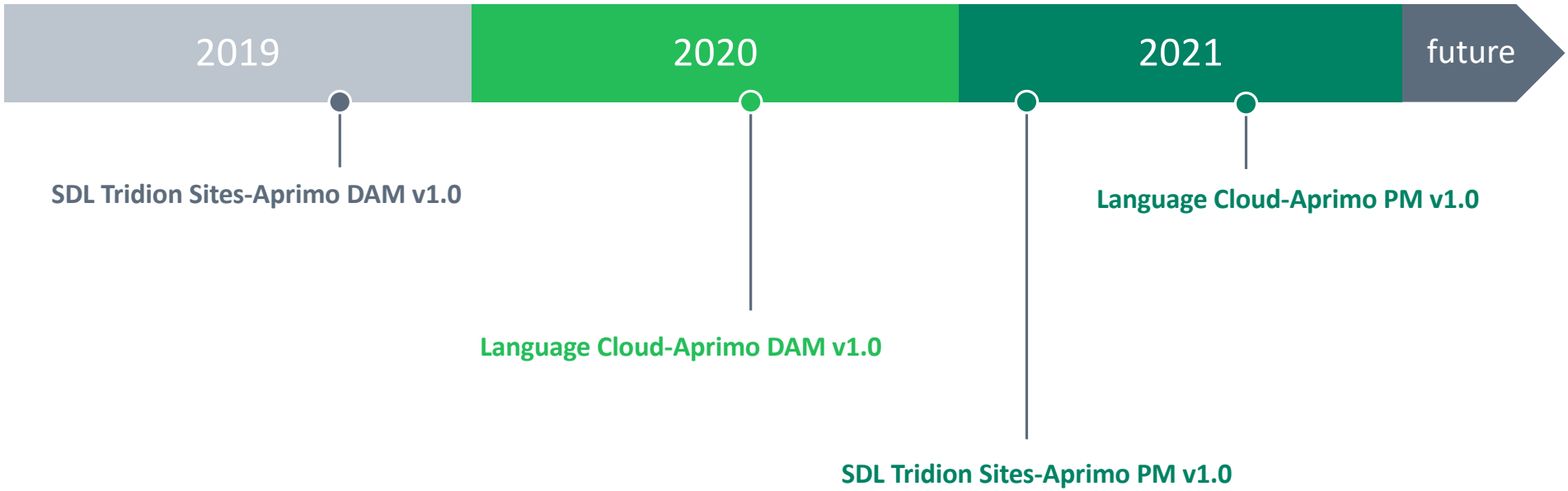
Release Timeline



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Questions & Answers

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