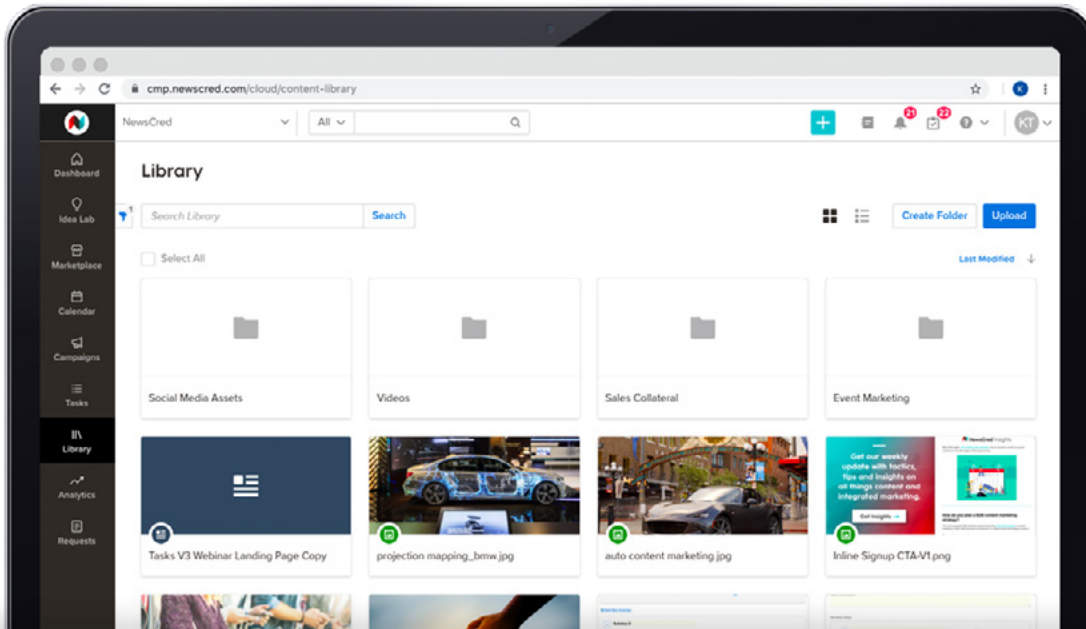# Library

Content powers your business, yet it requires a substantial investment. Whether creating and distributing for a single team, or across multiple lines of business or regions, the ability to efficiently find, share, and repurpose content becomes imperative for extending the reach of your brand and maximizing your investment.

Without a centralized solution, individual teams operate in silos, independent of other parts of the organization and, potentially, outside of brand guidelines. As a result, teams often experience messaging inconsistencies, redundant work, and content waste — leading to a lack of brand control and a diminished business impact.

Our Solution

Within Welcome's leading Marketing Orchestration Platform, **Library** delivers a modern digital asset management solution to simplify content organization and facilitate seamless collaboration across global and local instances. Combining a single centralized location for content, with the ability to initiate actionable workflows within the CMP, Library empowers organizations to govern, locate, and repurpose content — at scale.
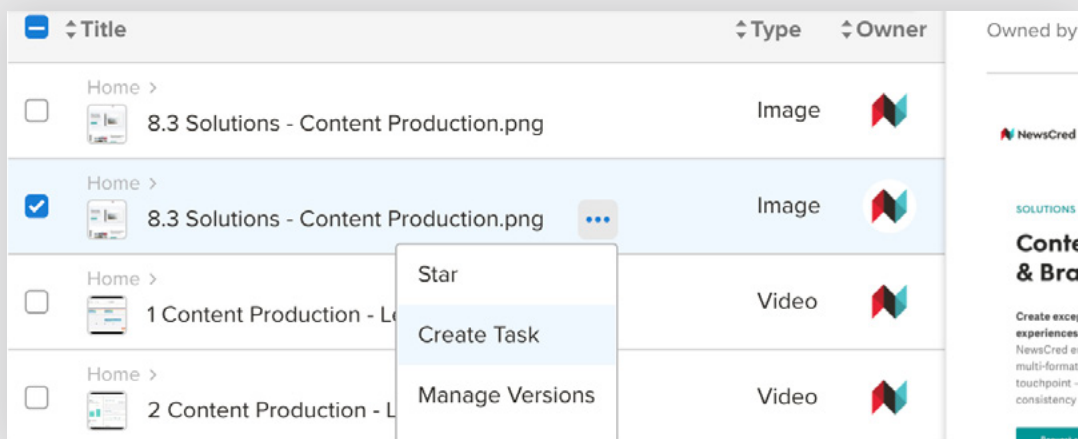
Features

Centralized Location
Simplify content management within a single inventory (with support for every file type), and compile approved brand assets to ensure content can be easily found, used, and repurposed.

Intuitive Search, Filters & Foldering
Labels (e.g., file names, format type, etc.) and nested Folders allow users to group similar content to accelerate discovery when searching and filtering across single or shared instances.

Integrated Workflows
Maximize content utilization and improve productivity by empowering team members to download, edit, or repurpose content by initiating a new task/workflow directly from the Library.

Asset Utilization Tracking
Monitor the use of content across all teams, LOBs, and markets. Library tracks the lineage and history of marketing assets, providing a clear picture of who is repurposing what content and when.

Asset Versioning
Upload and maintain multiple versions of an asset, and monitor previous iterations and changes to ensure all teams, LOBs, and markets are sharing the most up-to-date content.

Content Bundles
Upload, version, and approve like-content of any format within a single workflow, and group it all as a Bundle within the Library for easy distribution and discovery.

Benefits

Simplify Multi-Team Collaboration
Add, organize, and share approved content – once – for global use. Consolidate localized versions of all of your content, facilitate cross-team collaboration, and track asset usage. Ultimately, Library allows teams to maintain brand control while providing cross-market visibility.

Maximize Content Utilization
Avoid waste by centralizing content for maximum accessibility, ensuring all teams reuse published assets. With a truly global content library, organizations can easily repurpose assets to minimize waste and eliminate incremental production cost, helping the marketing budget reach further.

Increase Productivity
Library's new, modern interface accelerates a user's ability to add and organize content – individually or in bulk. Advanced search, filters, and foldering speed content discovery, while integrated workflows within Welcome accelerate repurposing of content.

Ensure Brand Governance
Maintain brand control and ensure consistent messaging across audiences by centralizing approved content and assets. A shared inventory gives global organizations visibility into what local teams are publishing, while empowering those local teams with the right content and assets.