

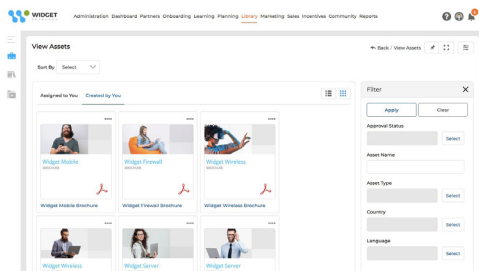
Documents Library Management

UCM's Library puts your sales and marketing collateral at your fingertips inside UCM. Easily access, preview, customize and share any piece of content from inside your UCM instance to your partners. The content library provides a secure repository for your files, including file types ranging from traditional business documents like presentations and Word files to audio files, video files, spreadsheets, images and web pages.

Library as the content repository

Content being the potent strategy for keeping prospects engaged throughout the sales cycle, through UCM's Library - teams can create and manage compelling collaterals to satisfy prospects, making that collateral accessible and sharable on multiple digital channels. Whether the digital assets include e-books, videos, banners, images, or customer stories, your organization have a real-time accessible online library system in place to preview the content, download them at ease and manage the sharing of these assets based on visibility parameters, viz. Country, Language, Content Type, etc.

UCM's Library lets your teams track and manage assets, contents (PDFs, documents, presentations, images, etc.) and videos giving you transparency to the assets' lifecycle of your organization. Simply keeping files in folders makes individual content difficult to find. With UCM's advanced Library Search techniques you can store content and video in fully searchable file repositories known as resource categories and filter your search through advanced parameters like Country, Language, File Type and more. Administrators can create multiple libraries, categories and sub-categories, then configure user permissions within the library to balance content access with security through visibility configurators.



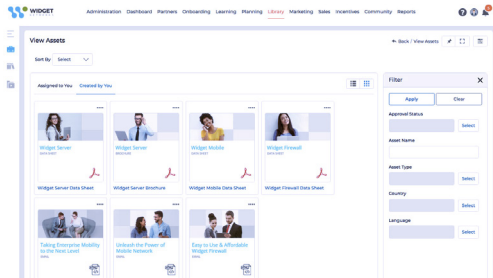
Key Features Include:

- ✓ Assets, Content and Video Library
- ✓ Preview Content and Download
- ✓ Visibility Configuration
- ✓ Advanced Search based on Country, Language, File Type

Aligning the Sales process

UCM helps you create an effective sales content library by streamlining buyer’s purchase. By analyzing sales processes, align the right content to be delivered. Tag different assets to the channel lifecycle once you’ve divided your assets by type, the next step would be to show your salespeople when each content could come useful by sharing the assets to specific partners/partner groups. In other words, you need to make it easy for them to find relevant content, depending on the stage of the funnel a lead is in.

Through UCM’s EDISON analyze reference and insights that allow your organization to design relevant interactions with leads. Differentiate content assets to satisfy the needs of different personas through folders, allowing the sales team to navigate to the right information they currently need quickly. Localize the library by updating the Intended Audience, the Content Owner, relevant Technology, the Organization, Languages of the content and the Countries where the content will be made available in the appropriate fields.



Key Features Includes:

- ✓ Audit the sales content
- ✓ Align Content to Teams
- ✓ Deep customer insights
- ✓ Multilingual support for global sales

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