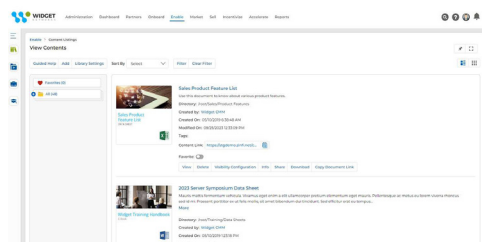# Content Library Management

UPM's Library puts your sales and marketing collateral at your fingertips inside UPM. Easily access, preview, customize, and share any piece of content from inside your UPM instance with 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 is the potent strategy for keeping prospects engaged throughout the sales cycle, through UPM'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 has a real-time accessible online library system in place to preview the content and download them with ease. Manage the sharing of these assets based on visibility parameters, viz. Country, Language, Content-type, etc., or directly share via Email with your existing or new Prospects/Contacts along with a customized message.

UPM'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. Import Engine integration allows you to bulk import Library content and associated metadata through a few simple steps. Error Messages are auto-generated for failed uploads. With UPM'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, and then configure user permissions within the library to balance content access with security through visibility configurators.
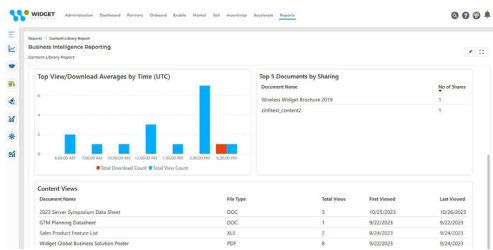

Key Features Include:

✔ Assets, Content and Video Library

✔ Preview Content, Share and Download

✔ Bulk Upload and Visibility Configuration

✔ Advanced Search based on Tags and Multiple Keywords, Country, Language, File Type

Aligning the Sales process

UPM helps you create an effective sales content library by streamlining buyer's purchases. 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 become useful by sharing the assets with 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 UPM's BI Reports analyze references 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, the Languages of the content, and the Countries where the content will be made available in the appropriate fields.
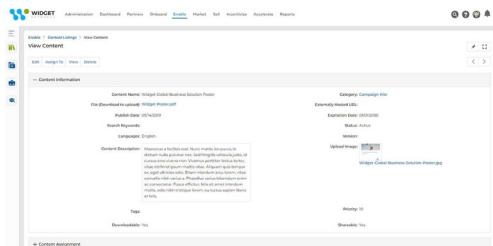

Key Features Includes:

✔ Audit the sales content

✔ Align Content to Teams

✔ Deep customer insights

✔ Multilingual support for global sales

Deep Link Generation and Enhancements

Direct access provisioning deep links can be automatically generated for single Content/Document and for a Category hosting single/multiple documents/contents. Content Links can be utilized for marketing campaigns and when syndicated can be accessed by non-UPM Users as well (users not logged into UPM).

UPM's Document Library features a revolutionary Content/Document Management User Experience and Interface for the Library making it easy for organizations to set up Favourites – content/documents which can be easily accessed via the Favourites Category, setting Priority Labels for content/documents and documents listings, and configuring related documents which are listed when referencing the associated document.

Key Features Includes:

✔ Set up Favourites and Configure Priority Labels

✔ Manage Recommended Related Contents

✔ Generate Document Deep-Links

✔ Manage Category Deep Links

Australia • China • Hong Kong • India • Indonesia • Japan • Korea • Romania • Singapore • UK • USA