



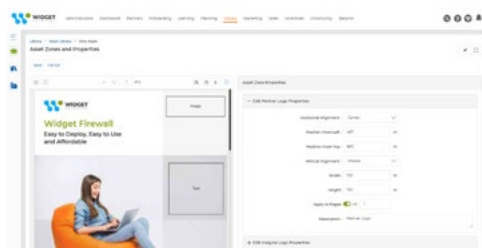
Co-branded Assets Management

The Co-branded Assets Management module, which is part of ZINFI's Partner Marketing Management (PMM) platform, allows your organization to automate distribution of digital assets to channel partners, who can then co-brand and reuse these assets for a variety of marketing- and sales-related activities.

Asset Management

Our Co-branded Asset Management module allows your organization to upload and manage assets in various formats like Doc, PDF, etc. and make them available for sales teams in the channel for marketing and selling to customers. Single Page UI/UX Co-branded Assets Management – Manage Zones Page allows Admins to configure co-brandable zones in the uploaded Asset by Drag-drop Manual positioning/Updating properties of Images and Text zones in Asset-Documents. Admins can upload Partner Logos and configure default ones which can be utilized for the automatic/manual co-branding of Assets.

Through an intuitive UI/UX, Partners utilize the Zones (pre-set or uploaded by Admins) and use Logos (uploaded by Admins) to co-brand Assets per their own requirements. Your organization can easily manage the validity of individual assets with the Publish and Expiration Date functionality of ZINFI's Co-branded Asset Management module. Multilingual capabilities included with the module enable your organization to manage assets across the channel network globally, allowing your country teams, for example, to enjoy localized content upload and management capabilities.



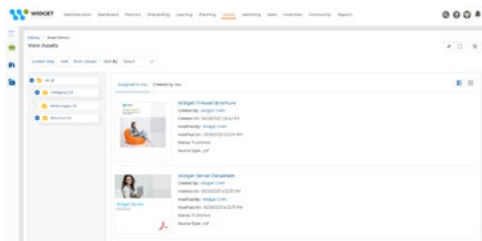
Key Features

- ✓ Store and Manage Digital Assets
- ✓ Upload and Manage Asset Co-brandable Zones
- ✓ Manage Asset Expiration
- ✓ Control Co-branded Asset Access

Asset Metadata Management

With ZINFI's Co-branded Asset Management Module, your organization can easily manage asset schema in impressive detail. We offer an end-to-end process and governance framework for asset creation, control, enhancement, attribution, definition, and management within a repository, allowing granular visibility and management through the Tree-structured Asset Category Library. Administrators can create Asset categories and sub-categories, then configure user permissions within the Asset library to balance content access with security through visibility configurators.

With over 20 plus distinct metadata parameters, the Co-branded Asset Management module allows your organization to configure metadata for every asset uploaded in the partner portal. This allows for more effective categorization and organization of assets and makes it easy for users to search for and quickly find the specific assets they need using UCM's advanced Search techniques to categories and filter your search through advanced parameters like Name, Country, Language, Source Type and more. Import Engine integration allows you to bulk import Assets and associated metadata through a few simple steps.



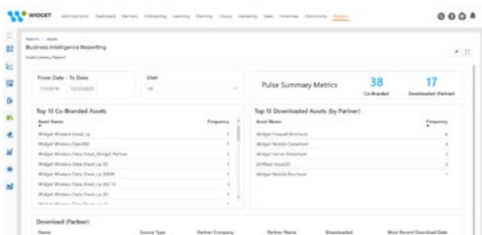
Key Features

- ✓ Intuitive Asset Category Management
- ✓ Co-brand, Preview and Download
- ✓ Bulk Upload and Visibility Configuration
- ✓ Manage Meta-data and Advance Search

Asset Approval Management

Using the Co-branded Asset Management module, your organization can have multiple contributors to a specific asset. You can also configure multi-level approval flow for asset uploads or updates before publishing assets for channel partner access. The Co-branded Assets Management module allows partners to access digital assets provided by Admins, and then co-brand and reuse these assets for a variety of marketing and sales related activities. Partners can view and manage co-brandable zones of an Asset through a single page view and forward for approval.

The granular management capabilities of our Co-branded Asset Management module also allow your organization to restrict Partners from uploading or publishing unapproved Assets. System alerts can be easily configured to notify you and the portal admins when an asset is uploaded, accepted, or rejected.



Key Features

- ✓ Multi-level Asset Approval Management
- ✓ Asset-Utilization Reports
- ✓ Re-editable Co-branded Assets

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Page 2 of 2