



UCM's Library puts your sales and marketing collateral at your fingertips inside UCM. Easily access, 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 fresh, compelling collateral 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, through the Library your organization have an online library system in place to manage the sharing of these assets so that your organization and partners has real-time access to this essential content.

UCM's Library assets teams collect, manage, and distribute documents. At the same time, teams can track assets and manage the assets lifecycle in the library. Simply keeping files in folders makes individual content difficult to find. With UCM Library you can store files in fully searchable file repositories known as resource categories. Administrators can create multiple libraries, categories and sub-categories, then configure user permissions within the library to balance content access with security.



Key Features Include:

- ✓ Uploading Files
- ✓ Organizing Files and Folders
- ✓ Searching the Library
- ✓ Secured Library



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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