End-to-End Experience Solution

Richer Customer Experiences

Increased Speed to Market

Aprimo & Episerver

Bridge Content, Commerce, & Experience

The integration of Aprimo and Episerver Digital Experience Cloud™ creates a single SaaS solution for organizations to manage content, from ideation, creation, and management to authoring, personalization, and delivery.

ORCHESTRATE EXPERIENCES

Streamline creation and management of content for digital, web, marketing, and eCommerce

EMPOWER CREATIVES

Give creatives an easy place to ideate, create, and manage creative collateral

DRIVE RICHER, PERSONALIZED EXPERIENCES

Push out engaging, on-brand experiences via Episerver across all online and offline channels
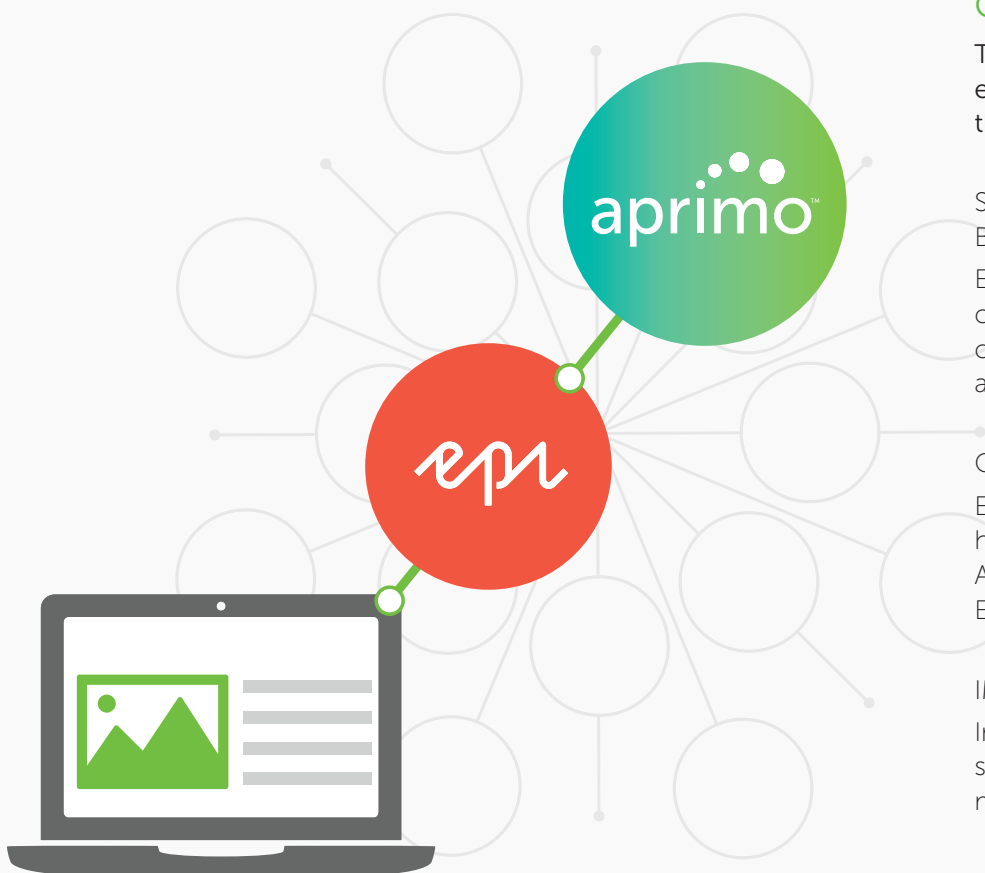
Deliver Engaging Customer Experiences

Together, Aprimo and Episerver ensure the right experience gets to the right customer every time:

STREAMLINE BEHIND-THE-SCENES ACTIVITIES

Extend Episerver's media management capabilities with Aprimo DAM for the creation, management, and archival of all brand content

CREATE CUSTOMIZED EXPERIENCES

Enable web developers to create highly tailored experiences, accessing Aprimo content and workflows within Episerver's interface

IMPROVE TIME-TO-MARKET

Increase speed to market with a unified solution that supports experience creation, management and delivery

aprimo™

Aprimo & **Episerver**

CONTENT
LIFECYCLE

ENTERPRISE
CONTENT
HUB

RELEVANT
EXPERIENCES

ENTERPRISE CONTENT HUB

Offer a single source of truth for all brand content:

On-Brand Content

Ensure content is always on-brand by making it easier to find and reuse

Enriched Content

Utilize tags, metadata, and taxonomy to organize content and manage rights and versions

Integration to the Extended Digital Ecosystem

Integrate with other content and creative solutions, like Adobe Creative Cloud, desktop tools, Slack, and Brightcove

CONTENT LIFECYCLE

Manage assets across creative, marketing, and eCommerce groups–from creation to delivery:

Work-In-Progress Assets

Gain centralized visibility to better understand where projects stand

Aligned Initiatives

Bridge silos to ensure experiences consistently support enterprise goals and objectives

Speed to Market

Improve project approval times with better visibility into content creation to improve speed to market

RELEVANT EXPERIENCES

Deliver engaging experiences every time:

Omnichannel

Push out tailored and personalized content to all web, mobile, social, and eCommerce channels

Personalization

Deliver contextual customer experiences with the right content, every time

Combined Digital Commerce & Marketing

A complete digital experience platform for web content management, eCommerce, and digital marketing

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