

## NEW PRODUCT OF THE MONTH

### INTERWOVEN BRAND MANAGEMENT

**C**ontent management solutions specialist Interwoven has launched its first brand management product, aimed at enabling organisations to manage, extend and grow the value of their brands across multiple channels.

Incorporated into the solution are two key products: Interwoven MediaBin and Interwoven TeamSite. The former is a digital asset management product that enables marketing teams to manage the customer-facing digital assets more effectively. The latter is an enterprise-level content management solution, enabling businesses to manage content across all internal and external-facing web applications.

The solutions provider says the product has three key components. Firstly, it aims to

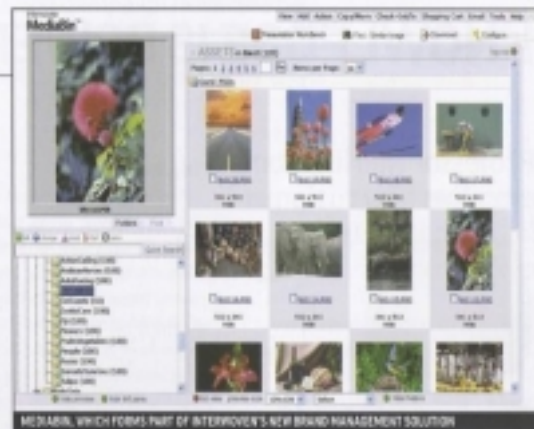
provide a 'single source of truth' for all customer-facing brand messages and assets; secondly, it empowers businesses to optimise and publish those messages and assets to the web and other channels; and thirdly, it provides sales teams and business partners with secure, self-service access to marketing collateral and personalised sales materials.

Ben Kiker, chief marketing officer at Interwoven, says, "Marketers are both blessed and cursed by the sheer number of ways in which customers are able to interact with their brands.

And without the right content management strategy in place, a golden opportunity for extending a brand can suddenly become a liability.

With this solution they are able to deliver their brand messages consistently to all customer touch-points with greater agility, translating to faster time-to-revenue and increased brand loyalty."

Konica Minolta has been named as one client that is already using the Interwoven brand management tool.



MEDIABIN, WHICH FORMS PART OF INTERWOVEN'S NEW BRAND MANAGEMENT SOLUTION