Aprimo Creative Cloud Connector

Seamless workflow between Adobe Creative Cloud and Aprimo DAM

ORCHESTRATE BRAND AND PRODUCT EXPERIENCES

Aprimo DAM is an Enterprise Content Hub that sits behind customer-facing systems. It allows organizations to manage and distribute content, ensuring every customer touchpoint has a consistent brand and relevant product experience. To orchestrate a new wave of experiences it is essential that creative content is an integrated part of the content value chain, from ideation to delivery.

WHY APRIMO CREATIVE CLOUD CONNECTOR?

The Aprimo Creative Cloud Connector allows creative teams and marketing operations to work more efficiently together. It extends Adobe Creative Cloud by providing a seamless connection to Aprimo DAM. Creative content is automatically stored in the DAM repository, unlocking it to digital communication, campaign, and commerce teams for further enrichment and for use in any channel and customer context.

> Hand-overs between people, systems and agencies are the weakest link in the content value chain.

SIMPLIFY THE PROCESS

With Aprimo DAM, content is easily uploaded and routed through the review and approval process. Marketers driving digital experiences through campaigns, product launches and social engagements have all content in one system.

Get the advantage

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STREAMLINED EXCHANGE OF CONTENT

The Aprimo Creative Cloud Connector allows users to work in their environment of choice, eliminating the need for creative teams and agencies to manually upload and hand over their work. The integration is designed to run on both content and user-interface levels, significantly reducing the need to keep a detailed track of file locations, versions, and update history.

- Check-in/out of assets are entirely transparent and interchangeable.
- Download a file, open it in an application and bring it back through native user interface integration.
- Asset versioning is all taken care of, allowing users to leave additional comments if needed.

The Aprimo Creative Cloud Connector manages content integrity, reducing the need for any user to know where files are stored.

ANY PLATFORM. ANY CONTENT

The Aprimo Creative Cloud Connector is designed for enterprise content and bidirectional use cases. This means that synchronization and content integrity is always ensured, across any platform and regardless where an update has been initiated.

All file types are supported on both Mac and Windows environments. If a file type is not supported by Adobe Creative Cloud, the connector will automatically associate and launch the correct application in the users' environment.

APRIMO CREATIVE CLOUD CONNECTOR KEY FEATURES

Check-in/out files in Aprimo DAM	Drag & drop
Automatic version control and commenting	File exchange management
Browse and check-out assets from the Adobe Creative Cloud application panel	Native image management of Adobe InDesign documents
Integrated search and filters	Support for Mac and Windows environments
View all checked-out files in the CC application panel	

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