

# APRIMO AI

## Automate Repetitive Tasks and Fast-Track Your Content Operations

Aprimo AI eliminates the work about work, streamlines collaboration, and optimizes assets so that you can create richer brand experiences, faster.



### Automate Project Management

Eliminate manual work wherever possible with automatically expanding and contracting project timelines and intelligent task routing.

### Improve Asset Findability

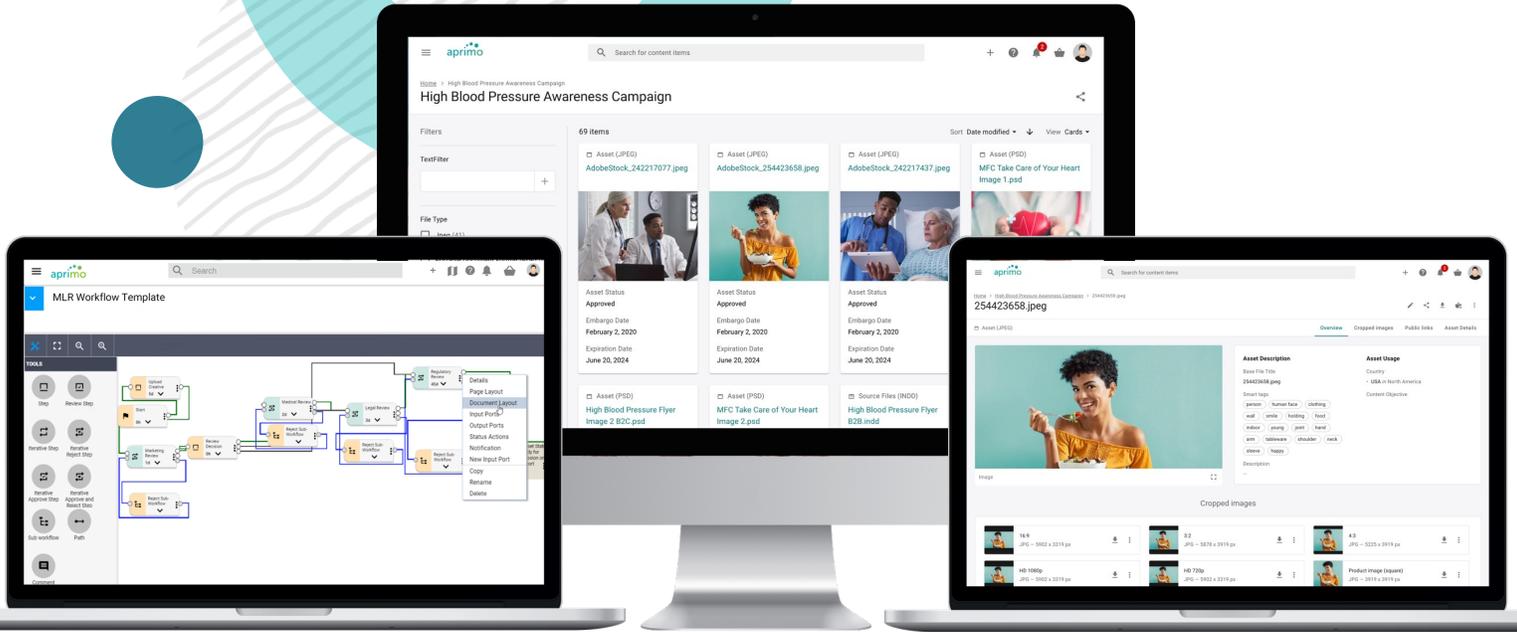
Make it easier and faster to find content with AI-generated smart tags, descriptions, and more.

### Maximize Asset Reuse

Encourage content reuse by allowing Aprimo AI to suggest existing content to repurpose before a new request is made.

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that actually drive business outcomes and reach customers in the right channels. Its powerful content operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale. Learn more at [www.aprimo.com](http://www.aprimo.com).





## Smarter Content Operations

### INTELLIGENT WORKFLOWS

Create multi-path, sequential workflows that route work to the appropriate teams at the right moments and expand and contract, even if scope changes after work begins.

### AVOID BOTTLENECKS

Keep your projects on schedule with intelligent workflows that don't require a project manager to move projects forward or ensure work is always routed to the right person.

### SMART CONTENT PERSONALIZATION

Automatically send metadata-enriched tags to personalization engines that can then match content with the right, targeted persona.

## Easier Asset Repurposing

### AUTO-CROPPING

Automate image cropping to avoid the back and forth with designers and ensure your images are always formatted for the right channels.

### LEARNED AI CROPPING\*

Teach Aprimo AI to understand your unique brand and product characteristics so they remain the focus of any cropped image suggestion.

## Faster Asset Findability

### SMART TAGGING

Aprimo AI creates descriptive "tags" and visual descriptions of assets upon upload to improve findability and reuse.

### LEARNED AI TAGGING\*

Train Aprimo AI to learn your company-specific terms, brand, or product characteristics and create custom tags.

### VISUALLY SIMILAR ASSETS

Search for and view all visually similar images and faces of an asset.

### SEARCH ON SPEECH IN VIDEO

Search for fragments of speech to find a video - speech-to-text transcriptions can be shown as subtitles, ingested as metadata, and are fully searchable.

### OPTICAL CHARACTER RECOGNITION (OCR)

Aprimo AI automatically extracts and stores credits and written text in videos and images to improve findability.

*\*Additional subscription or service engagement required*

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