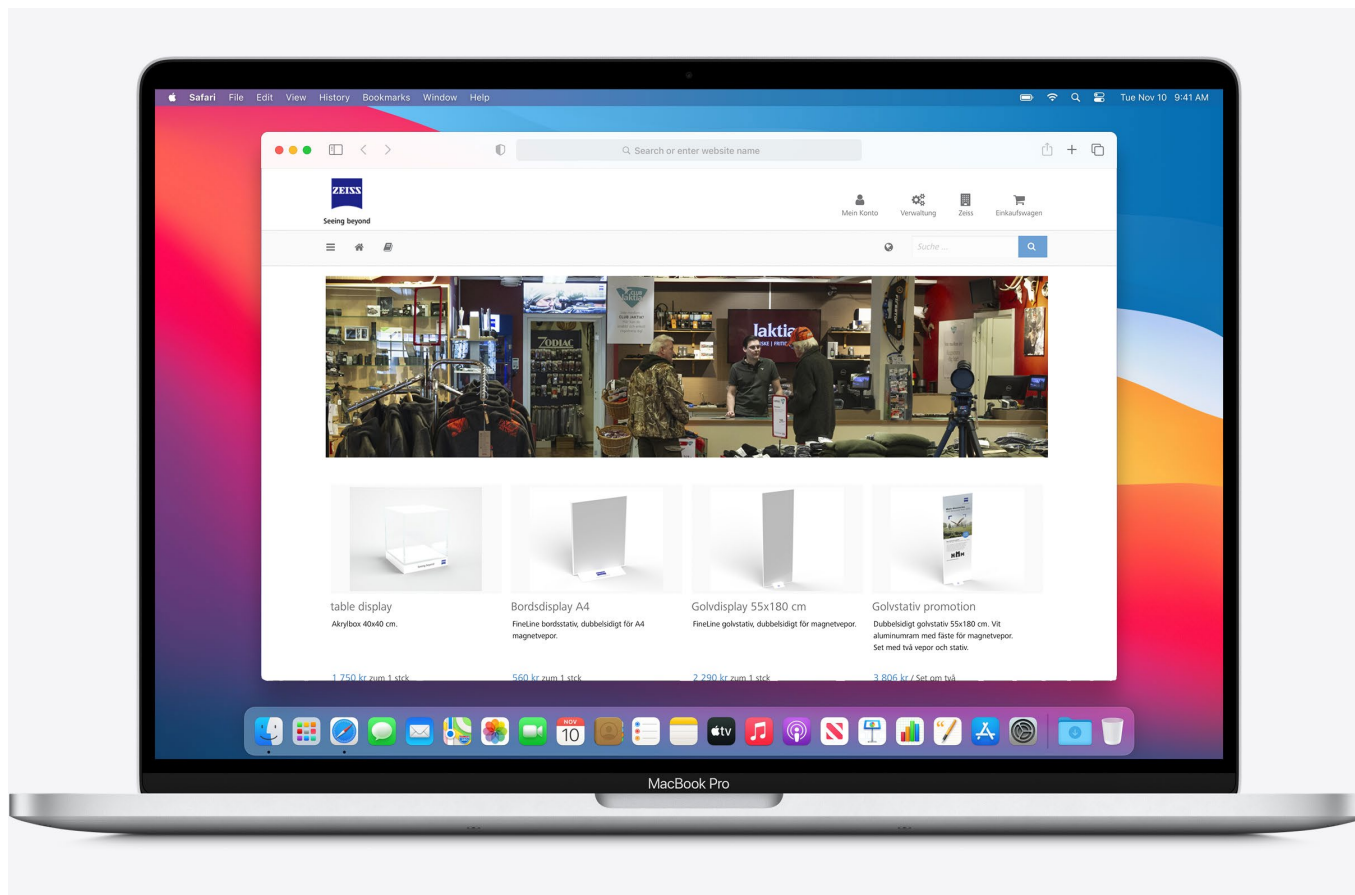# Asset Manager

A platform for your brand assets – adopted to your brand.

Some of the features;

- Image bank

- Dynamic artwork templates

- Campaign information and control

- Web shop

- Print On Demand

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Adder Asset Manager makes keeping track of your marketing material easy. Ensure the correct assets are being used by your colleagues and partners.
We have put huge effort in making the system easy to use and with key features included.

Web shop
Make your assets avaliable for viewing, downloading and purchase. With an unlimited number of users included, it is easy to allow people access to the correct brand content.

With different priviliges, content to be viewed by just some, or all users. For instance different retailers can access content just concerning them, with their own brand attachments.

Image bank
Upload all your brand images, brand manuals and logotypes to one place and make sure you are in control. It's easy to replace and keep track of the content.
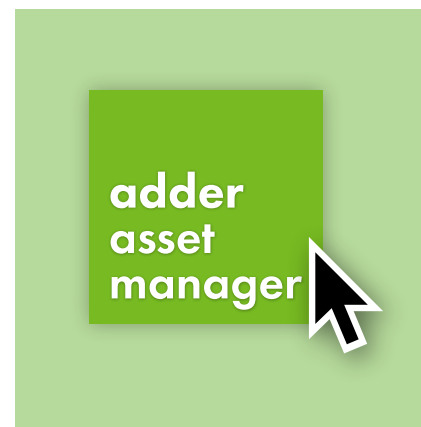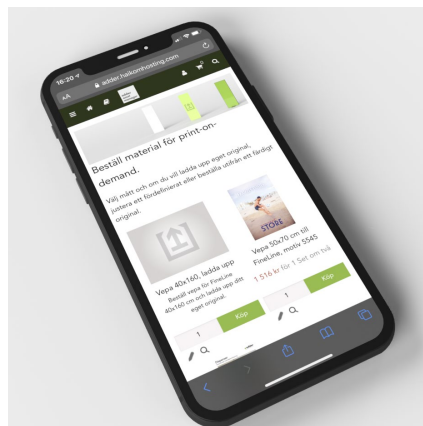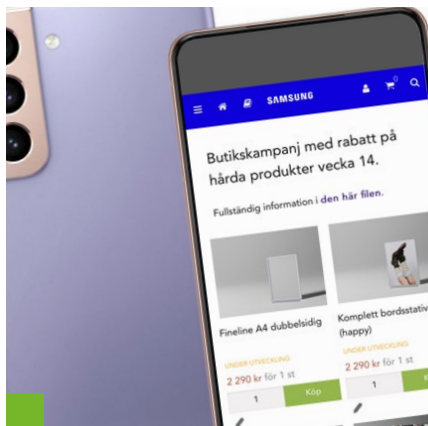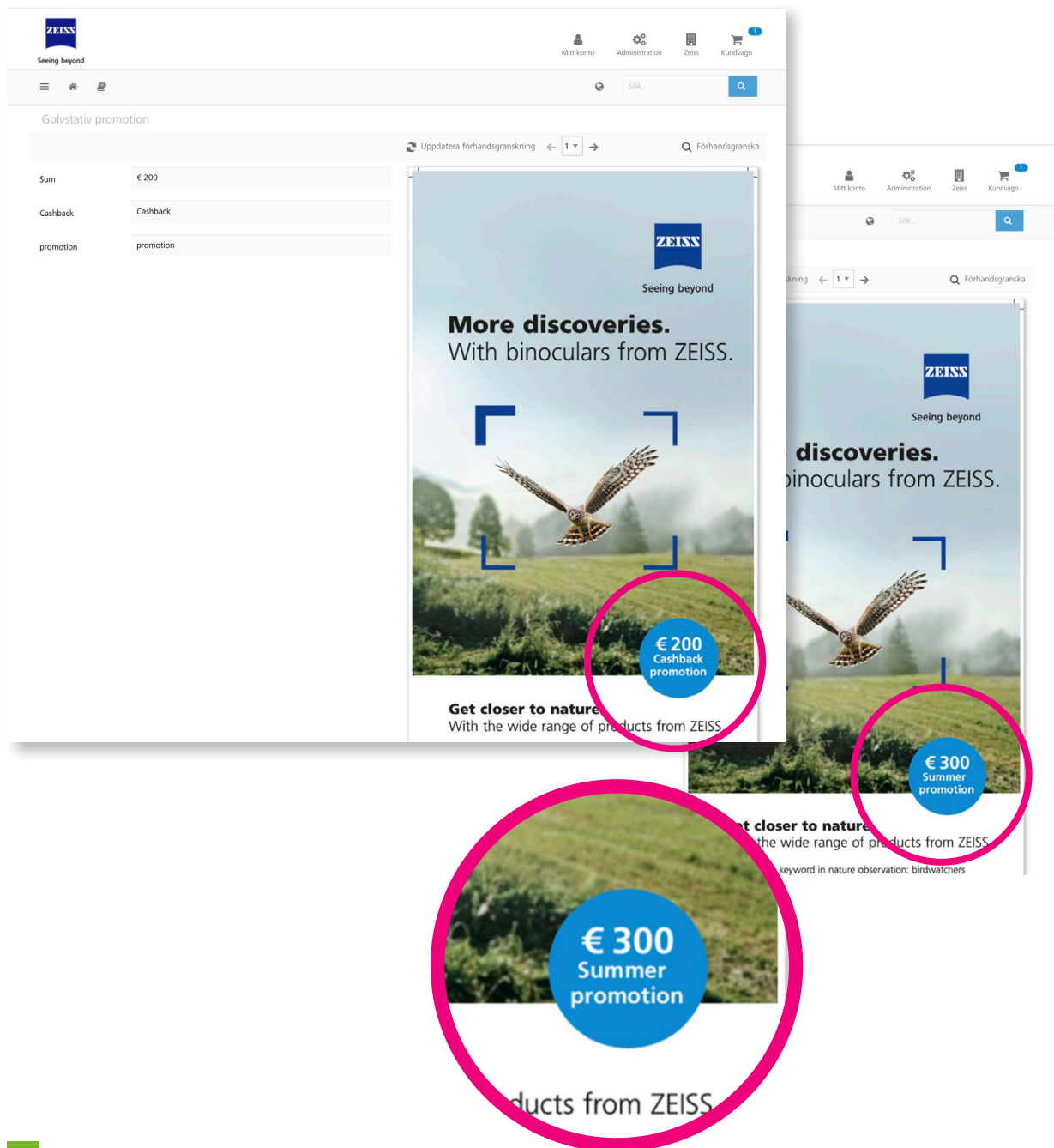
Dynamic artwork templates

Allow users to change and edit artwork while retaining graphic control.

In this example, specific campaign information can differ between regions. By making some areas editable the decisions can be outsouced to the regional offices.

The preview is updated instantly on screen, and you are able to download a pdf if you like.

If needed, the artwork can then be put for approval before production – or be put directly print on demand.

The dynamic artwork function is very powerful and can be used for all types of dynamic information - from simple edits like this example - to whole books, broschures and digital assets like banners and images for digital use.
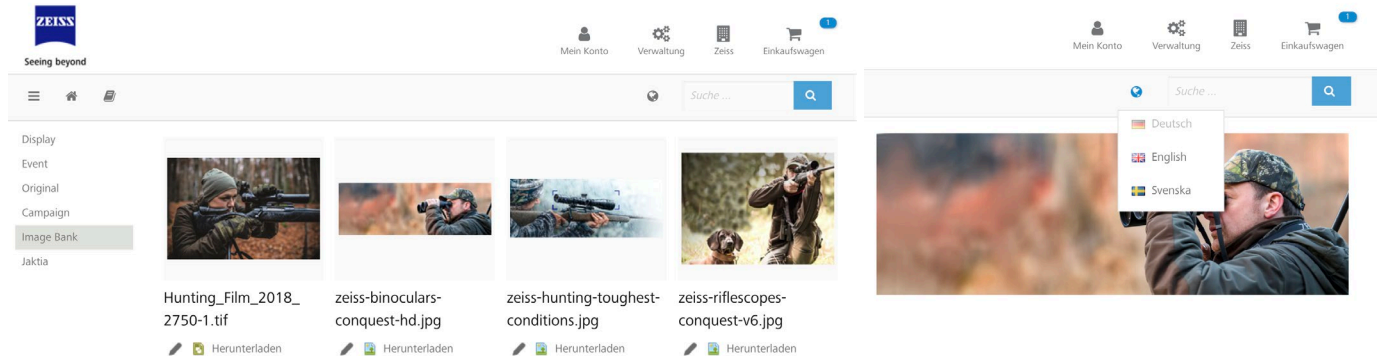
Languages
There are roughly 90 different languages in the system today.

Image bank
The ability to manage non physical assets makes the image bank feature an essential application of the asset manager.

With management of all types of files available, it's easy to set up a place for all your brand assets, templates and guidelines - as well as documenting artwork history for easy access in the future.

By making a portion of the site available, you can allow third party users to access certain parts - for instance the brand or artwork areas.

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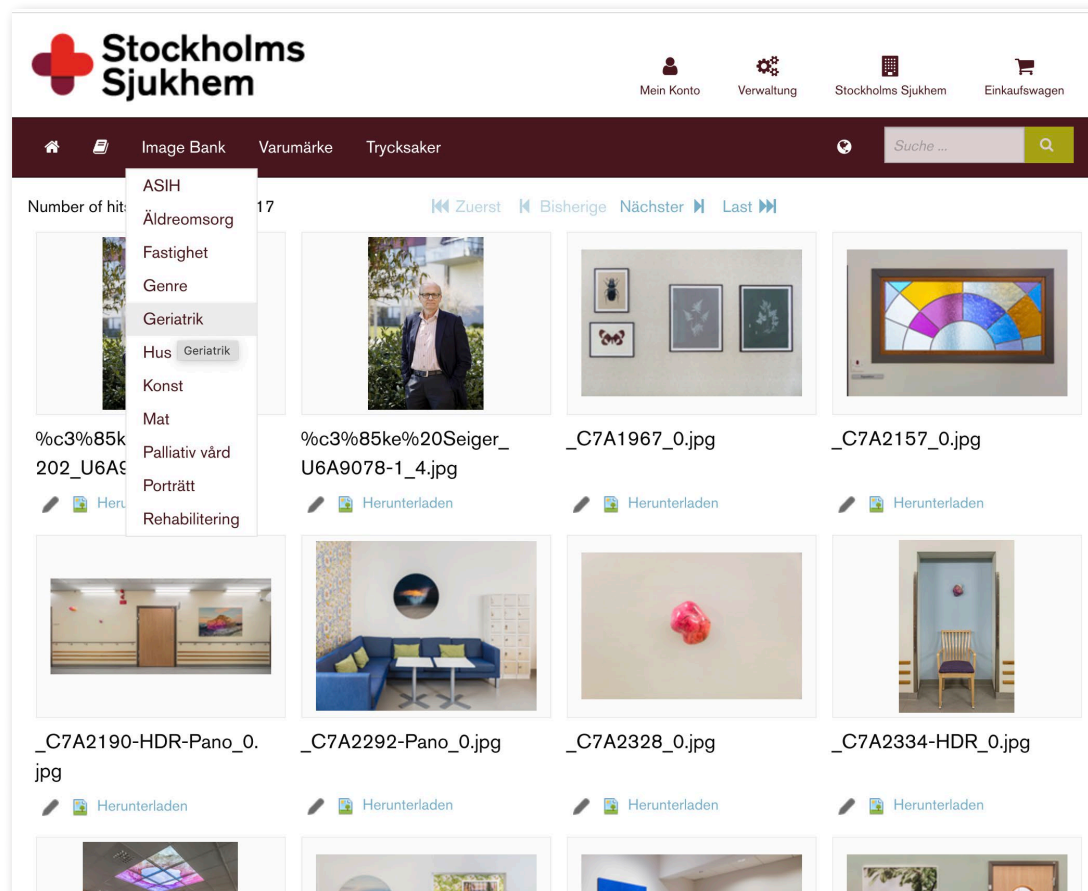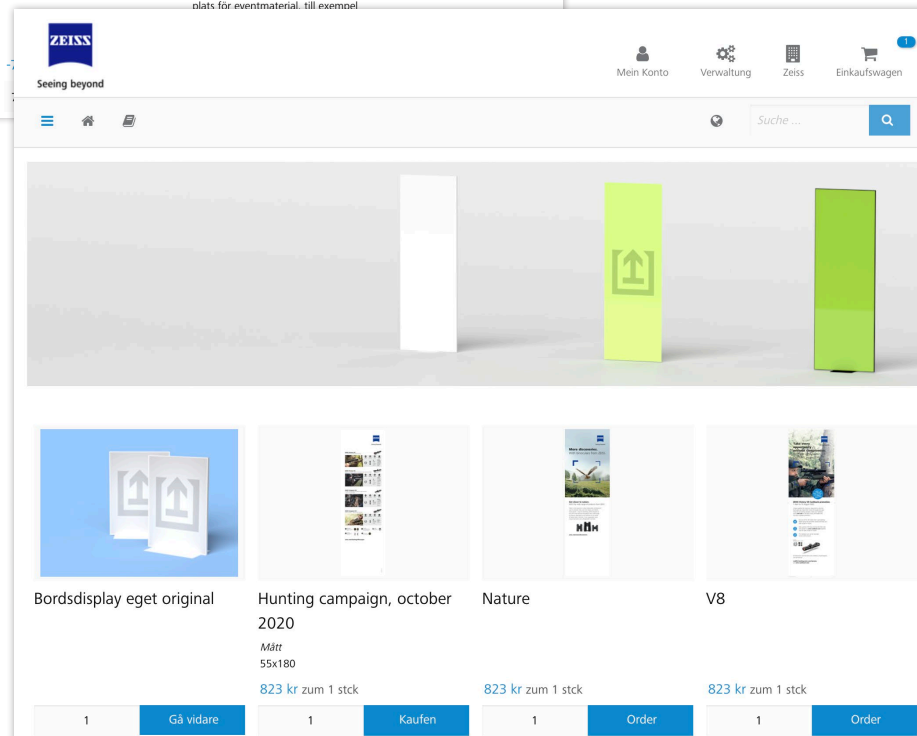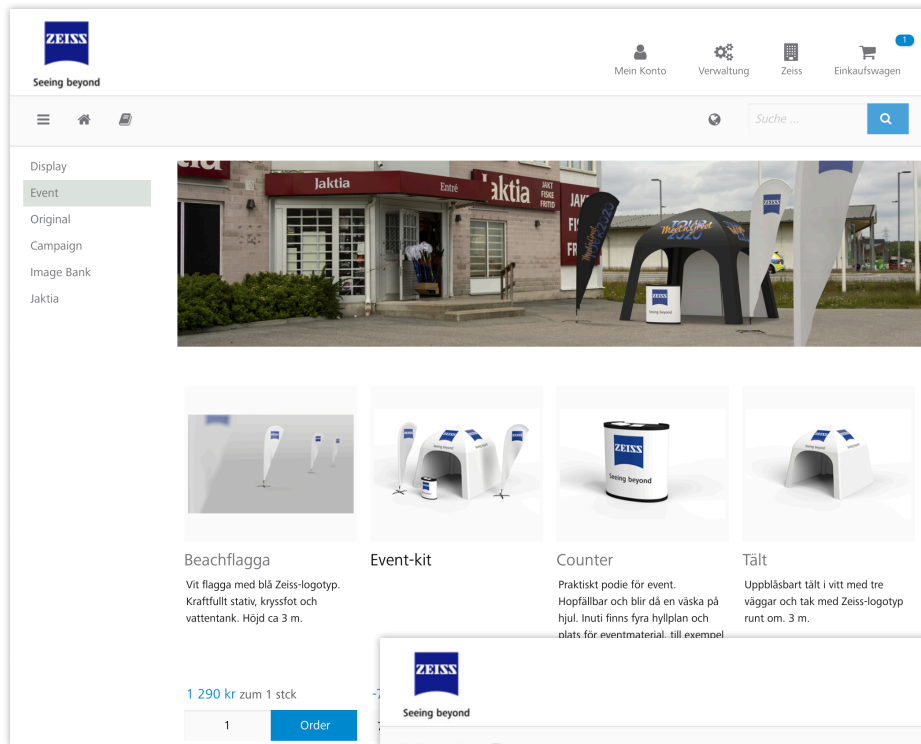
Layout and useability
By customizing the site for your specific needs, and by using your colour schemes and fonts, the user will feel at home and have easy access to their content.

Providing up-to-date info at the source
By building information pages, all information regarding campaigns, contacts and other useful data can be made available for the users.

Sharing ideas and good examples of market activities regionally, or globally, is easy and efficient. And most welcome.

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adder asset manager

FEATURE	INCLUDED	ADDED
Adder Asset Manager licence	■	
Web shop	■	
Unlimited number of users	■	
Image Bank	■	
Unlimited amount of information pages, articles and artworks	■	
User and product administration	■	
System backup	■	
ADD-ON SERVICES		
Customization for a specific brand portal		■
Set up of dynamic artwork templates		■
Set up of information pages		■

Dynamic artwork templates
Let your users be able to change artwork keeping brand integrity. It could be exchanging contact info on a broschure, replacing a headline on a floor display or putting new images on existing campaign material.

Features
There are huge advantages in Adder Asset Manager. It can be a source for your partners DM-campaigns, combining online and physical marketing events, managing rentals of your event products and much more. Let us know your specific needs and we can most likely make it happen.

Pricing
To set up your specific shop, we charge a one time setup fee which includes color and logo customization, article and user setup - and your own welcome page with additional information.

The licence covers running and updating the shop.

For specific setup such as dynamic template creation or artwork, we charge by the hour.

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