

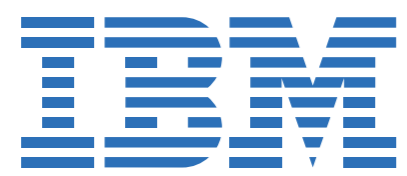


Place

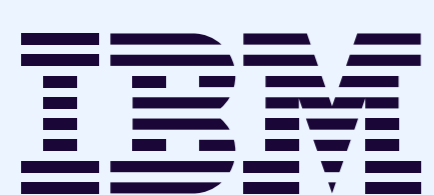
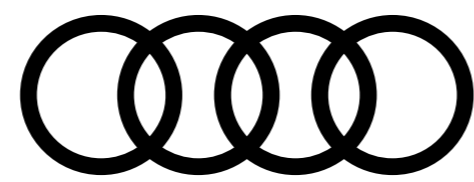
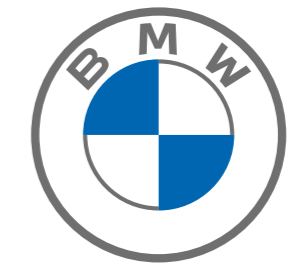
Manage and Share



Global brands trust Papirfly



Mercedes-Benz



"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly. We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM



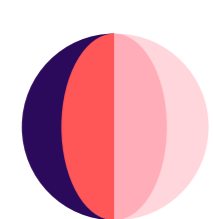
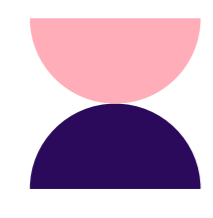
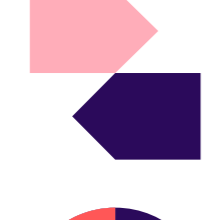

How can Papirfly empower your brand?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.



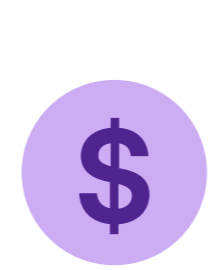
At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.







How teams work today:

-  Customers are experiencing inconsistent and diluted branding across touchpoints
-  Stressed teams aren't getting the marketing materials they need or quickly enough
-  Too much already-limited budget is being spent duplicating work and on multiple tech solutions
-  Assets are not centralised or trackable resulting in loss of data to analyse budget spend

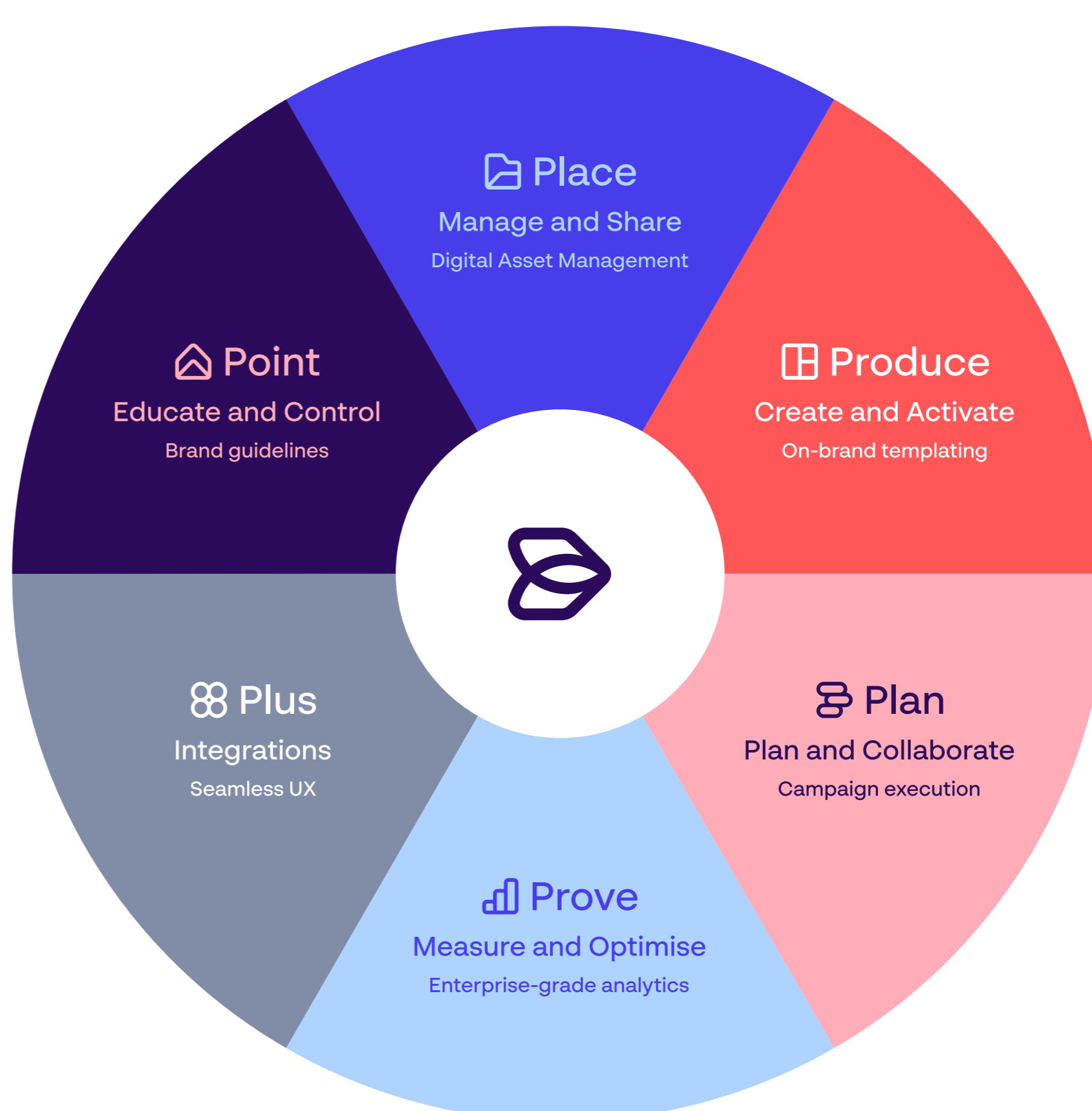
We know what brands need:

-  Global brand governance now and for the future with guaranteed consistency at every touchpoint
-  Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
-  Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy


We give you the tools to:

-  Do **more for less**
-  Produce all assets **in house**
-  Create with **no previous design skills**
-  Achieve **100% brand consistency**
-  Reach **all markets**, in any language
-  See a **complete bird's-eye view** of your branding and marketing efforts

Discover our all-in-one brand management platform



Trusted by the world's most recognisable brands

 **1M+**
regular Papirfly users

 **600+**
brands using Papirfly worldwide



Unleash your brand with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products - building brand equity and long-term customer loyalty.



Point

Educate & Control

Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from oneonline access point. Go local with unique hubs with local languages and nuances.



Place

Manage & Share

Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onsecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.



Produce

Create & Activate

Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.



Plan

Plan & Collaborate

Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsiveness.



Prove

Measure & Optimise

Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

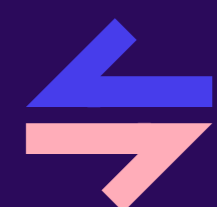


Plus

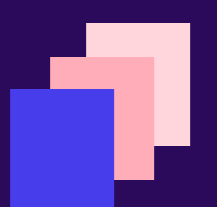
Integrations

Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®



212% ROI



80% reduced effort in asset creation



Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly

Prepare your brand for the future. Papirfly your brand today.



Place

Manage and Share

Our Place solution is centralised digital media and brand asset storage (DAM). Managing and sharing on-brand materials across your organisation becomes easy, and is essential to ensure everyone understands what can be used for current campaigns and brand strategies. By using our DAM, it becomes much easier to keep track of all marketing and branding assets – all while being able to import files to other software or systems.

Reducing bottlenecks and file confusion



Collect, store and work with a range of different digital assets file types in one unified location for easy access, sharing and organisation



Enable effective administration with the help of automated functions that categorise, add metadata, provide version control and usage rights information



User access for granting editing rights and permission for specific files or folders based on categories such as role, region or on an individual basis

Comprehensive file organisation

Many brands use online services for their entire digital asset catalogue, while others rely on a mixture of company owned servers, hard drives, email accounts and cloud storage. In each scenario it is challenging to locate exactly what is needed, or to trust that assets are current and therefore on-brand.

Eliminating complex filing and cataloguing with inconsistent naming conventions, and unsearchable content can ease a lot of frustrations within your organisation. An effective DAM makes organising materials easy, utilising tags and cataloguing paving the way for a powerful search tool so that file names, types and metadata can be easily and instantly located.

Reduces bottlenecks and file confusion

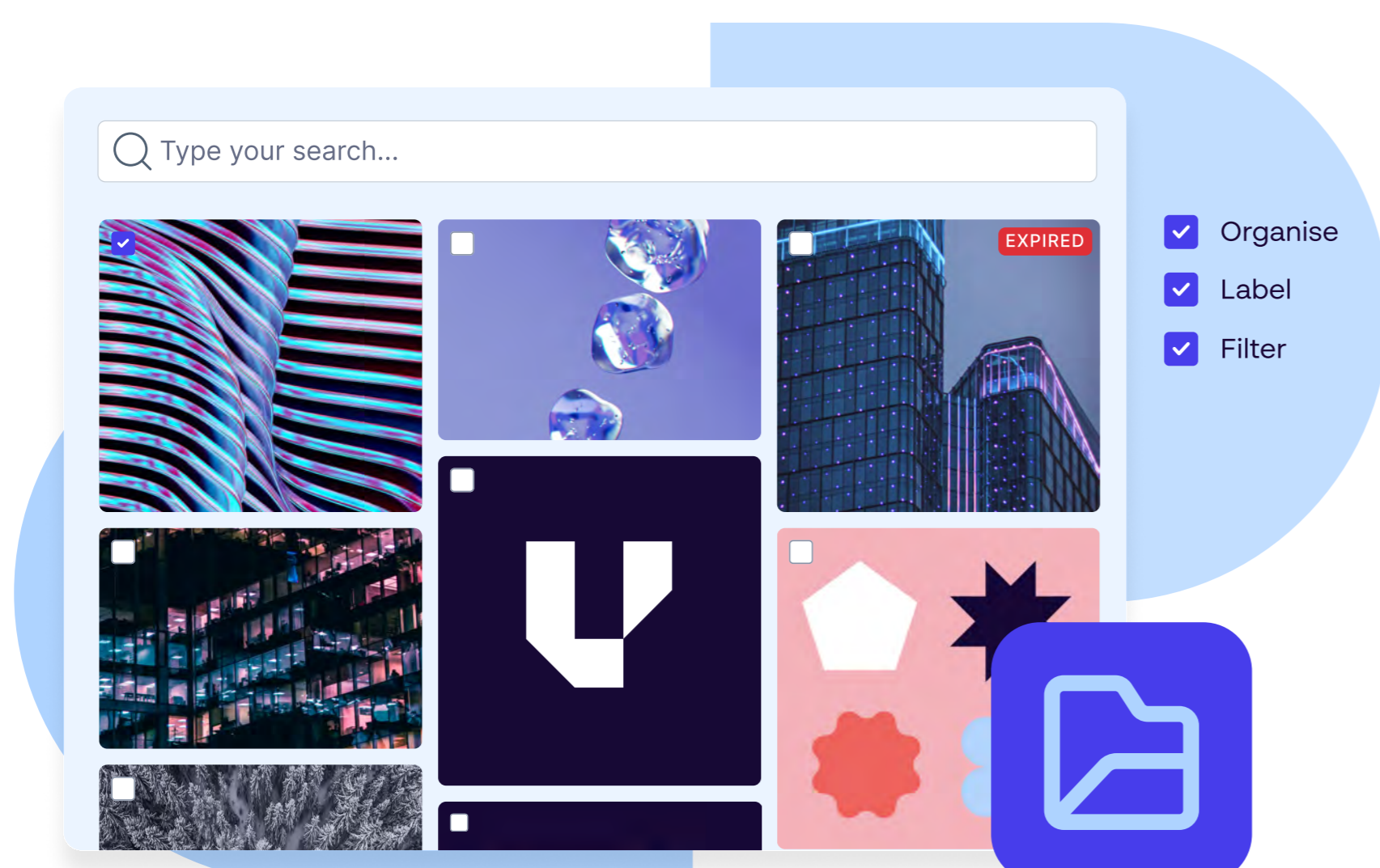
Getting hold of essential product photos and graphics is a must, throughout any ad campaign. Finding on-brand assets, the current version of the company logotype, and every element of brand identity in the highest resolution must be achievable in a clear and timely manner.

Instead of waiting for a specific person to hand over necessary files, empower teams with a DAM for a self-service asset storage solution where users can easily find what they need.

Time-creating administration

Assets are normally used for multiple purposes such as being housed on the web, featured within a product catalogue, and used in web ads and print collateral. The powerful automation features of a DAM mean one file can be uploaded and different file versions automatically created in the correct formatting and resolution.

Workflows are simplified with the possibility to push assets to connected systems through innovative integrations. Publishing dates can be set and managed as can the archiving of files for when assets need to be taken out of circulation – aiding usage rights compliance and the monitoring of approved assets remove any questions of what can be used.





Which teams benefit from Place?

Everyone benefits from using a DAM as part of our brand management platform – from marketing and brand professionals to employer branding, internal comms and HR teams. All active aspects of current campaigns and brand identity are approved and easily accessible.

Champion your brand for the long-term with our Place solution, offering:



Tools that empower people, save time and reduce costs

Your marketing department greatly benefits from having a central location to share and organise assets. DAM is at the heart of ensuring every asset that is available, can be used to create great content in-house – saving time and money by shortening production times and removing bottlenecks.



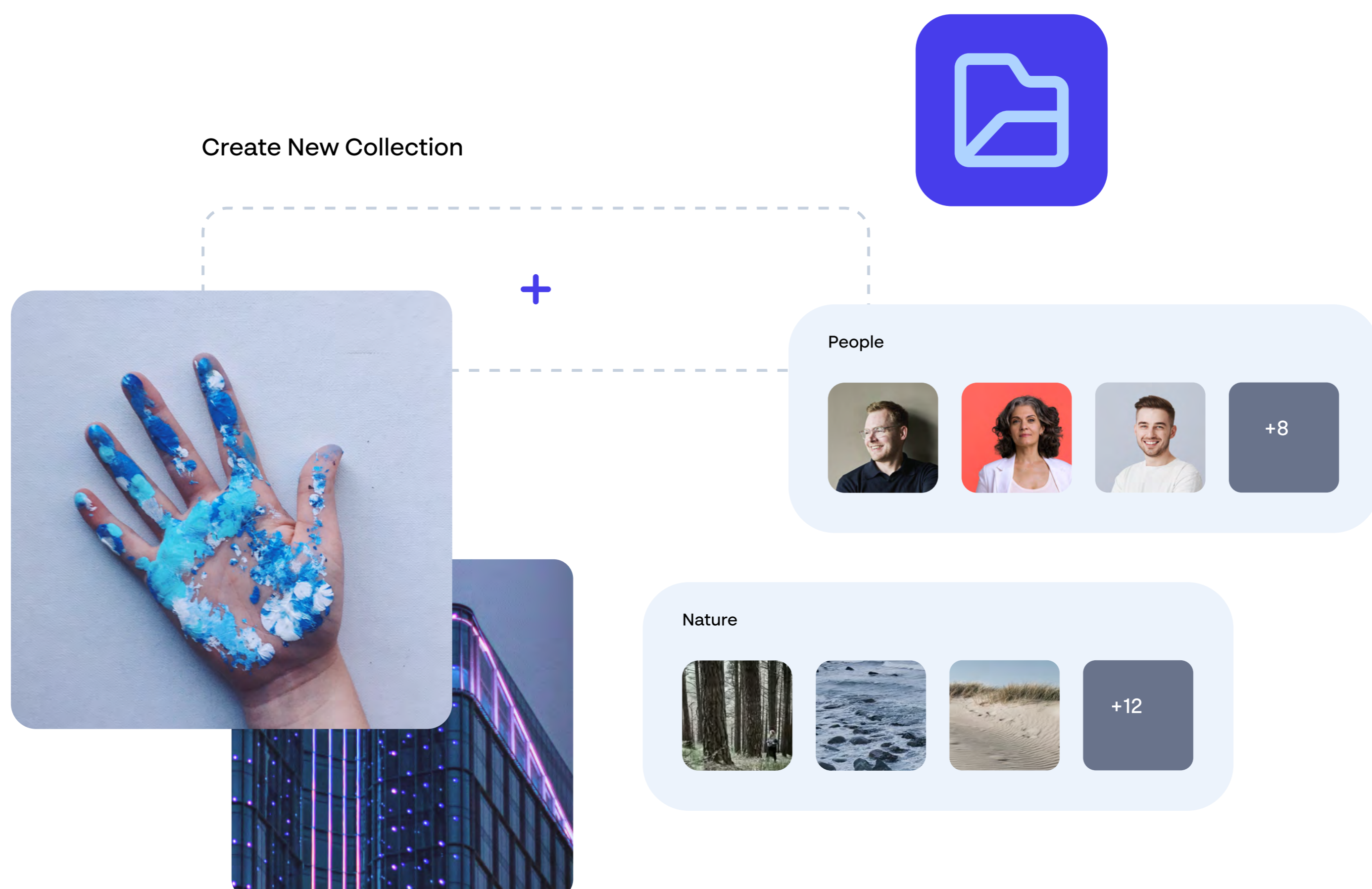
Reliability and access

Dependable technology is key for any forward-thinking brand, for reducing human error and wasted resources by removing uncertainty and implementing a DAM as a home for all marketing assets. One repository keeps assets safe from data leaks or unsafe third-party transfers, while your company can both safeguard sensitive data and define which media is publicly available – and every other condition in between.



Increased centralised control

Being active in several markets or locations requires being able to manage local adaptation of marketing material and campaigns. The DAM allows for better centralised control and overview of how material is used and ensures brand consistency and uniformity.





Place features

Artificial intelligence	Deploying a trusted assistant to help you find the assets and supporting metadata you're looking for, our AI driven system provides adjustable confidence settings to optimise your search.
Faceted search	Using advanced filters, this powerful facility uses a full-text search to narrow down your results and speed up the process, with an on-hand search assistant to provide additional support.
Smart upload	Drag and drop your assets in bulk or individually from a mobile app. Deliver them safely to a designated drop zone, while ensuring your metadata is pre-set and never compromised.
AI-assisted translation	Automatically translating your metadata from its source text to another language, accelerating the search process.
Smart crop	Crop images like a professional with an intuitive tool to easily create multiple versions for channel-specific formats, e.g. Instagram and other SoMe channels, Powerpoint, web and many more.
CDN and image service	Use SEO-optimised URLs to request the images you need, specifying the file size and format – collaborate with us on how you'd like them customised and cropped.
Multi-level categories	A single category system is applied across the entire platform, creating a hierarchy that is logical and easily searchable and a refreshing alternative to many cloud folder systems.
Targeted Transcoding	Convert your asset files from one format to another, resulting in optimisation for any purpose and compatibility with a greater number of devices.
Share with style	Distribute assets among external partners and other stakeholders. Create an impactful landing page to make a great first impression and present your brand at its best.
Flexible access control	Establish flexible access settings and user rights, controlling access to the platform for internal and external visitors.
Integrations and APIs	Connect to other systems, including e-commerce, CMI and PIM, and make new API integrations, creating reliability and efficiency as a single source of truth for all your assets.
Version control	Provides full access to your asset history, recording any changes to files and ensuring your team works from the most recent version.
Asset validation	Manage the entire process within a robust system, ensuring only approved versions of assets are uploaded and made available for use.



Place in action

Unilever is present in 190 markets around the world. With Papirfly, they now have the ability to expedite asset creation and significantly reduce costs.

Activating a global brand with Digital Asset Management (DAM) giving flexibility to easily store, share and utilise with on-brand design templates, employees benefit from more time, simplified processes and the feeling of being in greater control of their delivery.



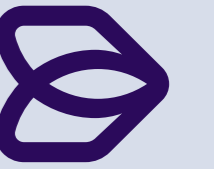
"Life before Papirfly was a little bit harder for us as a global employer brand community. Mainly through the fact of driving consistent assets and consistent messaging, and how our presence was perceived through different channels. Having Papirfly has allowed our markets to feel more empowered."

Sophie Haynes
Global Employer Brand Manager, Unilever



With Papirfly's brand management platform, Unilever now has the power to support local markets more effectively, drive global brand consistency and significantly reduce the costly and arduous process of outsourcing.

[→ Learn more](#)



Integrations

This product connects seamless with every solution within our brand management platform, and to other software applications in your tech stack using our API.

Our integrations include:

	<p>Our REST API enables customers, third party partners and external developers to harness the full power of our products programmatically. Documented in Swagger it's a low threshold getting started. A very cost efficient way when you need to custom tailor any type of workflow.</p>
	<p>APS is a way to serve content from inside a Digital Asset Management archive to external solutions in a SEO friendly way. APS enables our customers to pull primarily images from DAM into other platforms like PIM, ERP or E-commerce sites.</p>
	<p>Inriver is the Product Information Management (PIM) system that's designed to drive revenue. We synchronise bi-directional product data between Inriver and our Digital Asset Management product Place. Enabling seamless and transparent communication between the two systems.</p>
	<p>Easily drag and drop any asset (images, videos, graphic etc.) from the Digital Asset Management directly into one of Microsoft applications like Word, Powerpoint or Sharepoint - without leaving the platform.</p>
	<p>Already using Templafy in Microsoft? Papirfly's Digital Asset Management is integrated with Templafy, so you can pull images and assets directly into your Microsoft Office application.</p>
	<p>Our native Optimizely connector ensures you can quickly publish images and assets from our Digital Asset Management directly into your Optimizely site without hassle.</p>
	<p>Papirfly is integrated to CI-hub for customers to easily publish assets and images from our Digital Asset Management product to several tools like Microsoft Office applications, Adobe Creative Cloud, Figma and more.</p>
	<p>Publish images, videos and other assets to one of the most used Content Management Systems out there, directly from our Digital Asset Management.</p>
	<p>Ungapped is a user-friendly Marketing Automation tool for e-mail marketing, SMS, event management and survey where you can quickly pull in any asset from our Digital Asset Management product.</p>



Discover the value of Papirfly

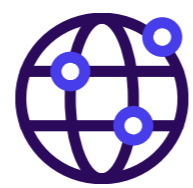
Book a demo

We're proud to serve global enterprises as they continue to grow and extend their operations globally, activating their brand everywhere using our all-in-one brand management platform.



1M+

regular Papirfly users



600+

brands using
Papirfly worldwide



212%

average ROI

Discovering your needs is the first step in delivering you significant ROI. You can see the total economic impact Papirfly could have for your enterprise with our [ROI calculator](#).

We'd love to be able to give you a price, yet our offering is as bespoke as you need it to be. That's why we'd love to speak to you so you can:

- ✓ Chat with one of our experts
- ✓ Have a demo to understand the full capabilities
- ✓ Receive a quote based on your requirements

Ongoing collaboration and support with Papirfly

A brand management platform that grows with your business.

Whatever journey your organisation is on, we'll be with you all the way.

If your business needs change – or you need an answer to a new problem – our team can work with you to find the right solutions.

→ [Book a demo](#)





Empower your people. Unleash your brand.

Discover our game-changing brand management platform.



At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

Follow us on:  

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