

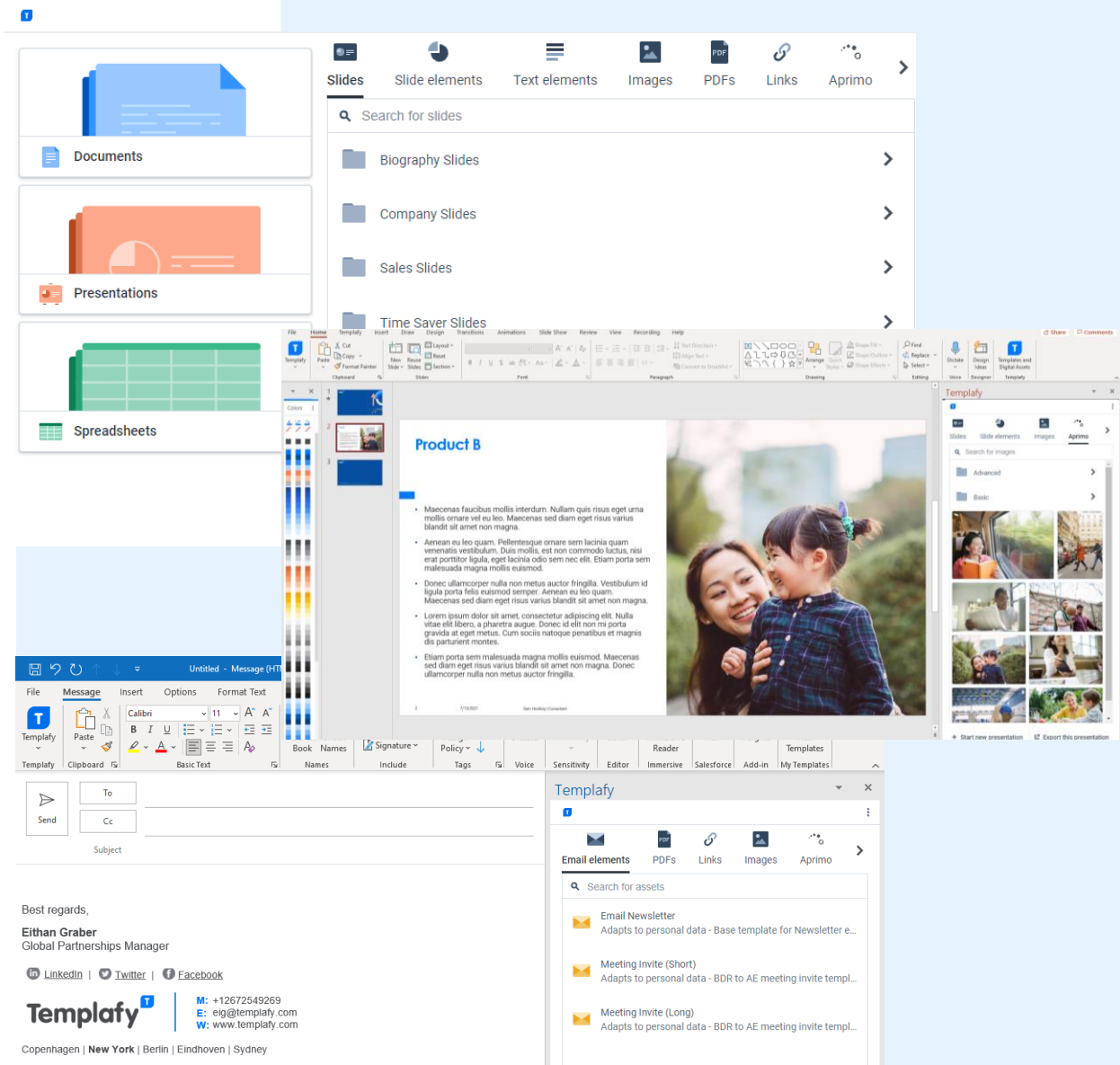
*Enabling 70,500+ employees
to create on-brand, high-
performing business content
faster*

aprimo[™] + **Templafy**^T

Case Study: Fortune 50 Health Insurance Company

Executive Summary

- **As a Fortune 50 Health Insurance company**, the client faced ever-increasing needs to help 70,500+ employees *develop high impact, brand-compliant communications, in a nimble and time-efficient way.*
- **Global partnership with Templafy and Aprimo** enables the Fortune 50 company to create better performing business content faster, along with the organization, centralization, and brand activation for everyone in the organization.
- **Templafy** is a content enablement platform in the SaaS space that aligns workforces and enables employees to create on-brand, high-performing business content faster.
- **Aprimo's** SaaS Digital Asset Management (DAM) and Work Management solutions gives teams the power to create, manage, and share engaging, on-brand customer experiences more efficiently than ever before, in every channel.



How Templafy and Aprimo help accelerate business performance

Aligning the workforce and enabling 70,500+ employees to create on-brand, high-performing business content faster.

With Templafy & Aprimo, the Client:



INCREASES EMPLOYEE PRODUCTIVITY

By automating the complex, time-consuming and repetitive tasks of content creation for both the corporate marketer and the insurance agent

- **Removed bottlenecks in the content creation process**, automate formatting, editing and insertion of information and data.
- **Builds large complex documents** fast and compliant through automated document assembly.
- **Business and Sales:** Streamlines content and increase upsell opportunities for 70,000+ employees by equipping them with on-brand content



ENSURES COMPANY-WIDE BRAND ADOPTION AND LEGAL COMPLIANCE

By aligning the workforce globally through instant roll out of brand and legal updates to all content

- **Intuitive access** to all approved company brand assets, slides and templates exactly where employees are working.
- **Automatically individualized and branded** templates with up-to-date company information in all business documents.
- Instant **global distribution** of brand assets to ensure real-time availability of latest content.
- **Brand and Communication:** Creates localized content without sacrificing corporate brand compliance

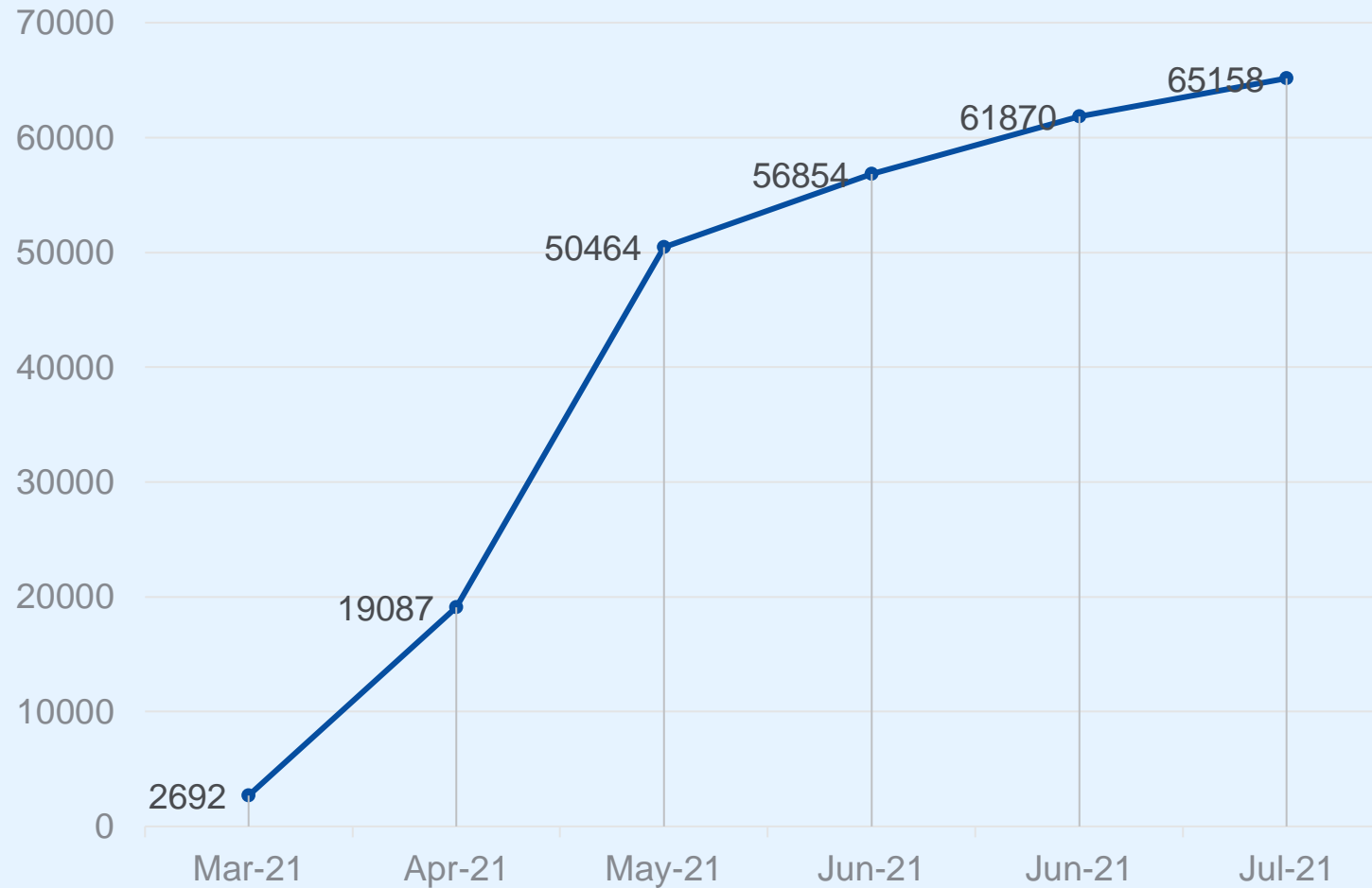


SEAMLESSLY INTEGRATES CURRENT SOFTWARE AND WORKSTREAMS

And stays ahead of the digital curve with a content operations & templation system built for enterprise scale and digital transformation

- **Supports the digital transformation strategy** by introducing more productive and compliant employee workflows across marketing and sales.
- **Saving up to 95% of IT's time** by enabling the content teams to do updates to templates and distribute content.
- **Seamlessly integrating into the larger ecosystem** with both Office and Google Workspace and integrations with relevant systems, including CRM, DXP, etc.

Fortune 50 company: Achieved 93% activated users



+65K
Activated Users

70K
Purchased Licenses

Success with Templafy and Aprimo

Ensuring Brand Compliance across the org

- 100% legal compliance in all content and docs leaving the org
- Localization of content across geographies while operating under centralized oversight allows for local empowerment without sacrificing brand consistency

Easy access to and distribution of all branded content

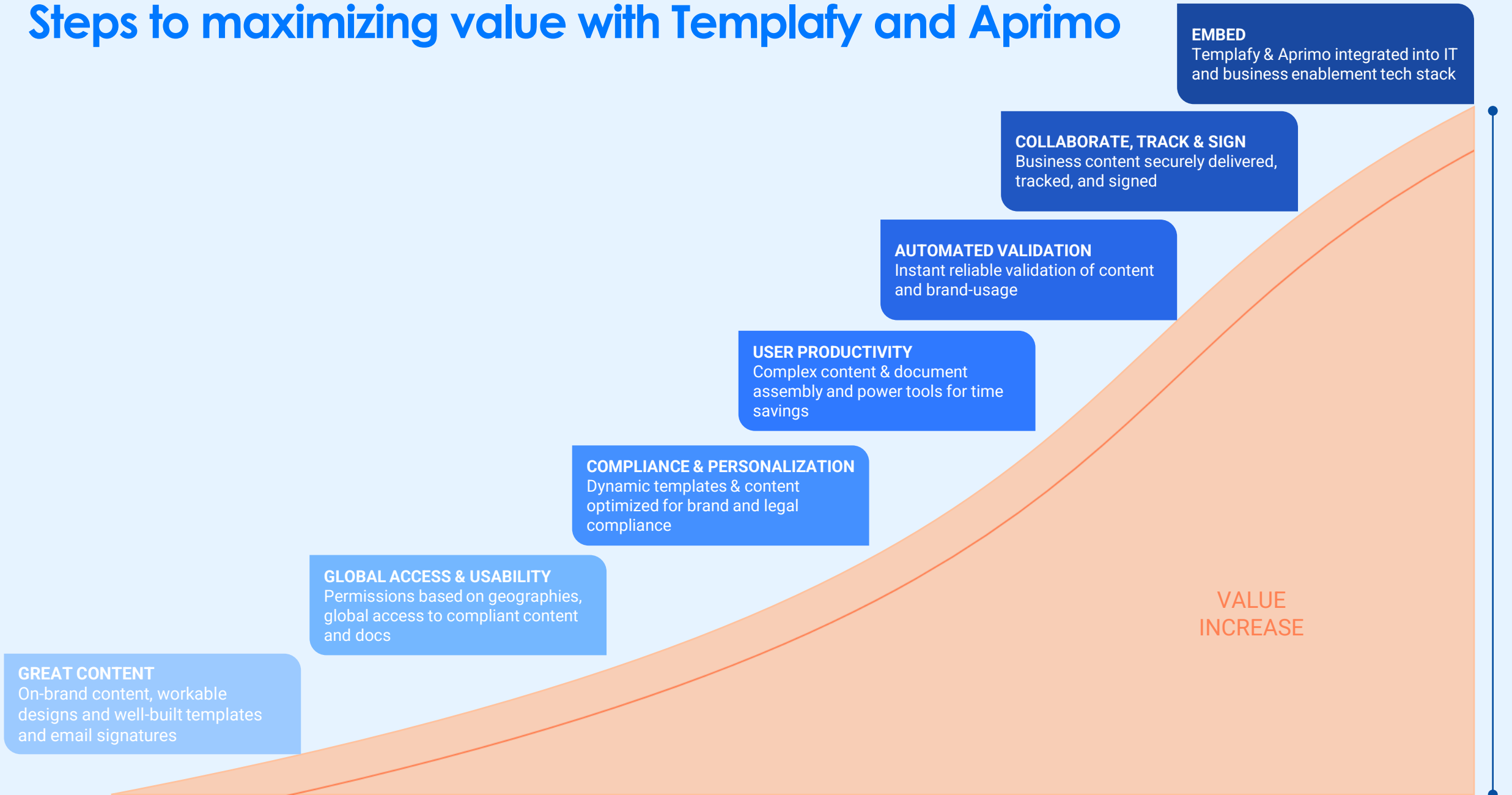
- Solved the access issue and ensured all employees have access to branded content and can easily find content
- Increased utilization of brand consistent Documents and Assets in the platform
- Empowered end users to use the latest on-brand materials for day-to-day tasks

Improved efficiency when creating and finding content

- Ensured marketing is always focused on creating campaigns & content that directly support corporate-wide goals
- Reduced the amount of time agents spend creating new presentations and finding content
- Reduced Brand, Marketing, Comms. & IT teams' time supporting organization with content



Steps to maximizing value with Templafy and Aprimo



Templafy^T

aprimoTM

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