The Wall of Digital Noise

**Brands are flooding the market with content in an attempt to captivate their audiences.** This volume of content, coupled with privacy regulations restricting audience data, has created a wall of digital noise that makes targeting buyers and capturing their attention incredibly challenging. Additionally, legacy technologies drive inefficiencies throughout the content lifecycle, slowing content creation and increasing content distribution costs.

The result? Money is being invested into content without a clear view of its business impact.

Welcome to Your Next DAM

Tenovos helps brands efficiently create optimized content at scale. Tracking the utilization and effectiveness of product and marketing content across consumer-facing channels, Tenovos provides unique insights into the DNA of what constitutes a well-performing asset. Furthermore, our AI-powered composable technology streamlines the content supply chain, allowing creative teams to be more efficient and productive.

Welcome to your modern, data-first digital asset management platform.
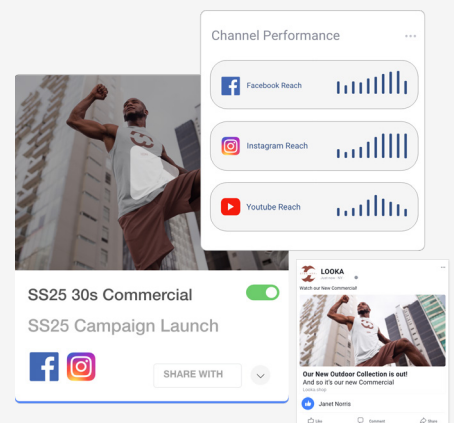
Our Foundational Pillars

✔ Enterprise Approach

We offer a sophisticated platform that marries enterprise functionality with flexibility and ease of use. Departmental DAMs cannot scale with your usage and growth, and legacy enterprise DAMs are expensive to maintain, challenging to use and difficult if not impossible to adapt and customize.

✔ Modern Architecture

The first DAM in the MACH Alliance, Tenovos offers a composable architecture that supports interoperability with other technologies within the content supply chain. Furthermore, Tenovos Connect, which offers 1000+ pre-built connectors, simplifies integrations.

✔ Data Insights

With Tenovos, brands have a 360° view of data throughout the content lifecycle, from creation to distribution. Tracking content utilization across consumer-facing channels and enriching it with product, performance and audience data gives brands unique visibility into their best-performing content.

✔ Artificial Intelligence

AI is inherent throughout the Tenovos platform to further enhance productivity gains. From automated metadata tagging to leveraging Generative AI for ideation and creation, we empower brands to streamline the complexities of creating and delivering global content at scale.

✔ Our People

Tenovos prides itself on being a partner rather than vendor for all our clients. From day one, we work to align the technology, processes, and people to ensure strategic success. As part of our service, we provide high-touch, deep-domain expertise through QBRs, Customer Advisory Boards, Customer User Groups, monthly "office hours," and more.

Clients

We are honored to work with leading global brands, including:

amazon   BROWN-FORMAN   CANADIAN TIRE   Carlsberg   CONDÉ NAST   Glossier.   MARY KAY

MARVEL   MATTEL   Mutual of Omaha   ONNIT   PEANUTS WORLDWIDE LLC   reckitt   Saks   SKECHERS   twitch

Use Cases

Global brands use Tenovos to achieve the following:

Marketing Efficiency

Brand teams accelerate content creation and distribution throughout their supply chain by leveraging inherent AI features, such as object detection, smart search, and dynamic localization and transformation, to help drive efficiency. Creative teams leverage built-in rights management to reduce brand and legal risk and can seamlessly share on-brand assets with external partners or publicly through a web interface. Improve ROI by identifying high-performing assets for reuse.

Performance & Personalization

Automate content distribution to web and social platforms and identify high-performing content across consumer-facing channels with real-time insights. Use content performance insights to optimize campaigns and enrich with customer data to deliver personalized experiences. AI-driven workflows inform the best assets for each audience, ensuring the right message reaches the right customer to boost engagement and conversion.

Workflow Productivity

Automate review/approval, distribution, publishing, archive/retention, and creative process workflows. Real-time notifications keep teams informed and agile. Accelerate content creation using integrated creative tools like InDesign and Photoshop. Seamless integrations between business applications ensure data flow and visibility, reducing back-and-forth between systems and teams.

Security & Brand Compliance

Leverage built-in rights management features to create content that adheres to licensing, global market and brand guidelines. Ensure brand consistency and securely share content externally with dedicated brand portals, reducing compliance risks through controlled access based on user permissions, geographies, and use cases. Protect key assets with watermarks.

ROI

Brands invest millions of dollars a year in product and marketing content, and they must be able to clearly articulate a return on this investment, including that of their DAM.

The following data is aggregated across all Tenovos clients:

66%
INCREASE
in content reuse with
improved discoverability

32%
FASTER
content creation with
built-in workflows

$730K
SAVED
by dynamically creating
marketing materials

$1.4M
SAVED
annually in content creation costs
with dynamic asset localization

Key Features

Modern Digital Asset Management is Tenovos' sole focus, and thus all investments go into continued improvements of and disruptive innovations for this industry. We have all of the enterprise features you would expect from a DAM that supports global brands, plus advanced features you may not be expecting, including:

Generative AI

While AI has been part of DAM functionality for some time, the evolution of Generative AI promises significant productivity gains for creative teams. However, it comes with challenges around quality, consistency, compliance, copyright, and ethical usage. To maximize the value of Generative AI while reducing brand risks, Tenovos incorporates Generative AI functionality into existing workflows while still adhering to brand governance and compliance. From integrated AI for automated asset tagging to connecting to popular pre-trained or custom LLMs, Tenovos can seamlessly connect and exchange content and data.

Secured Internal & External Sharing

Asset-level security with policies allows granular access for different user groups, enhancing enterprise security. It simplifies access controls, sharing, and publishing, supported by intelligent folders with a user-friendly navigation system. Creative teams can easily share content with both internal and external partners through a no-code, customizable web interface, which can be set as private or public. This facilitates content distribution, ensures brand consistency, and enables monitoring and insights into content usage, all while streamlining the user experience.

Localization

Content can be dynamically localized into different languages without the need for a marketer to apply these changes manually. Translated content from a database or spreadsheet can be applied to a parent image, and localized assets can be generated within seconds. This saves one global CPG $1M annually in time, labor, and other costs. It also allows teams to work faster and reduce the amount of time and resources needed for manual translations.

Database Framework

Tenovos is built on modern technologies, including graph databases, and has a unique framework that can capture configurable metadata along with any information from your PIM (or other) database and present it within Tenovos as an extension to the asset's metadata. This enhances content discoverability while improving productivity, as assets can be packaged with product information for web pages. Finally, insights into asset performance can be related to product data.

Content Utilization & Effectiveness

Content ready for consumer-facing channels can be renditioned into different sizes and formatss, and dynamically published across social, web, email, ad, and digital shelf platforms. Tenovos Activation Intelligence can monitor, measure, and report on content utilization, tracking omnichannel performance insights and delivering this data back to the DAM. This holistic view of content utilization and effectiveness is provided in easy-to-understand dashboards for the creative and marketing teams who need it the most.

Collaboration & Workflow Management

Creatives can work within Adobe creative tools using Tenovos assets — searching, placing graphics and uploading without leaving Adobe. Tenovos simplifies content management, enabling easy initiation of creative workflows for ad-hoc tasks or larger processes. With asset quarantine until approval, participants collaborate in real-time via shared annotations, comments, and version comparisons. Notification systems guide through approvals with all activities logged. Finalized assets are easily distributed.

Analytics & Reporting

Our built-in analytics tool is highly customizable. Users can create their own reporting on platform usage, user usage (including active user trends), content (re)use, content performance, rights management (including license expiry), content by campaign/brand, and more. With a unique, 360-degree view of your content's performance metrics, Tenovos empowers teams to take real-time action to increase and maximize ROI on creative spend and content.

Rights Management

As brands increasingly use DAM for work-in-progress content, the importance of rights management grows. Enterprise-level DAMs are expected to have digital rights management (DRM) capabilities. Tenovos stands out by offering comprehensive DRM without extra costs. It enables setting up Entities (granting rights), Agreements (detailing rights associated with entities), and Projects (organizing agreements for specific campaigns), enhancing the workflow efficiently.

Architecture & Integrations

Enterprise brands need their DAM to integrate seamlessly with other systems of record in their technology ecosystem so data, assets, and other vital information can be seamlessly exchanged to streamline complex content supply and distribution chains.

To meet these expectations, the Tenovos architecture follows the MACH principles:

Microservices-based

Software built with 'modular' services or functionalities to increase flexibility, rather than large code blocks that become difficult to enhance and change.

API-First

Software that focuses on a set of rich programmatic interfaces that logically encapsulates critical system functionality, and that becomes the foundation for application development.

Cloud-based

Multitenant SaaS that leverages the cloud beyond storage and hosting, including elastic scaling, automatic updating and built-in redundancy.

Headless

Software that can be integrated with other technologies into a front-end application in order to create a custom system.

We are honored to be the first DAM in the MACH Alliance.

Furthermore, *Tenovos Connect* offers an out-of-the-box, no-code integration platform that users can leverage to connect over 1,000+ other martech applications that support the content supply chain. Integrations can be created in hours rather than weeks or months, allowing users to share data, automate workflows, collaborate, and more.

Tenovos Partner Network

The Tenovos Partner Network represents an ecosystem of select services and technology companies working together to help enterprise brands manage assets more efficiently and effectively, delivering on value propositions from digital transformation to improved customer engagement. Our partners help organizations unlock the full value of media, assets, and content across an ever-growing number of cross-departmental use cases.

AWS

In addition to being available in the AWS Marketplace, Tenovos has achieved the AWS Retail, Media & Entertainment, and Advertising and Marketing Competency designations. These designations differentiate Tenovos as a vendor that delivers highly specialized technical proficiency and proven customer success within these verticals. To achieve these designations, Tenovos demonstrated deep AWS and industry domain expertise and underwent rigorous technology and customer validation to ensure alignment with the AWS best practices for building secure, high-performing, and resilient retail applications.

Services / Integration Partners

We are honored to work with over two dozen global and regional service partners who provide industry/segment expertise in Retail, Consumer Goods, Media and Entertainment, Financial Services, Life Sciences, and more. Our partners have deep expertise in DAM implementations, change management, martech integrations, optimization, and ongoing support to ensure client expectations are exceeded.

Technology / ISV Partners

Tenovos maintains over 25 strategic technology partnerships and, through Tenovos Connect, offers integration to over 1000+ relevant technology vendors commonly leveraged within the content & media supply chain, such as PIM, CRM, CDP, Creative Suites, MRM, CMS, and more. Learn more at https://tenovos.com/platform/tenovos-connect

![tenovos logo]

Learn More at tenovos.com