



MANAGING LARGE PRODUCT PORTFOLIOS CAN BE COMPLEX

Companies with large product portfolios struggle to keep collateral accurate, up-to-date, and compliant with brand standards. Assets and information that feed the materials are stored in different locations. Design files are scattered across various servers, local computers, and agencies. Updates to any of the underlying data, imagery or logos can mean a manual update and a potential for error.

DYNAMIC PUBLISHING CENTRALIZES & AUTOMATES

SHIFT manages and simplifies these complex processes by:



1. CREATING & MAINTAINING A CENTRALIZED DATABASE of your product information and digital assets (like logos, images and graphics).



2. CREATING BRAND COMPLIANT TEMPLATES that automatically pull in the required data and assets and apply logic to ensure your business rules and products are presented correctly and compliantly with business rules and brand guidelines.



3. UPDATING YOUR COLLATERAL EFFICIENTLY BY INPUTTING changes to your product information into the database which flow automatically to all your outputs.

INCREASE SPEED & SAVINGS REDUCE ERRORS



SHIFT's **Dynamic Publishing Engine** uses centralized database automation and templization to:

- Speed up production time
- Reduce errors
- Save you time and money

UPDATE YOUR PRODUCT COLLATERAL MORE FREQUENTLY FOR LESS

Once we've set up the **Dynamic Publishing System** for your product portfolio, updates are significantly cheaper than the conventional desktop method—one of our clients **SAVED OVER 2000%!**



GET STARTED TODAY BY FILLING OUT OUR QUESTIONNAIRE

SHIFT365.com/dynamic-publishing-assessment

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