

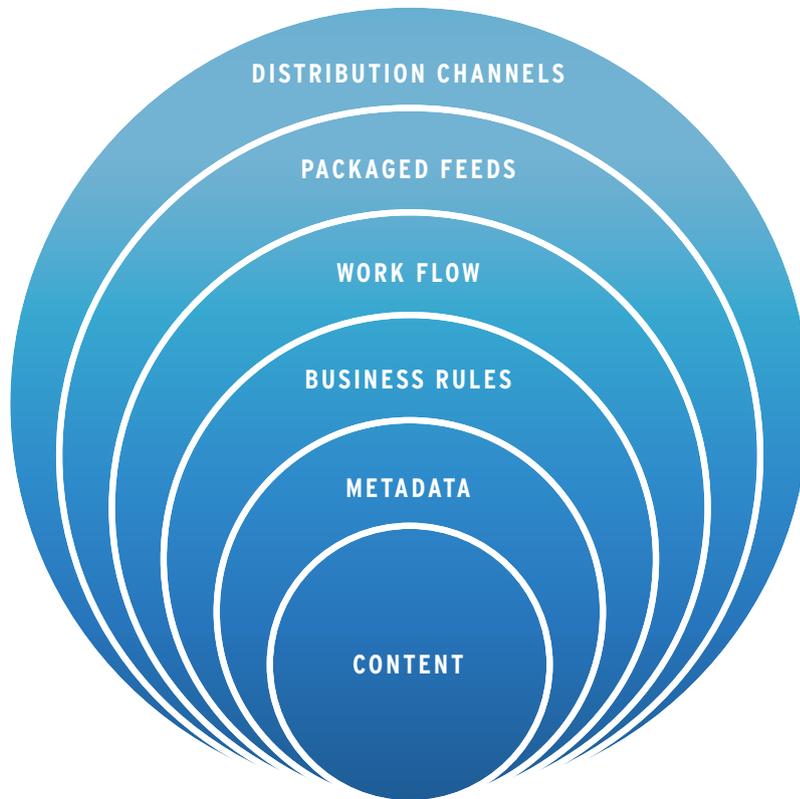
# HOW SMART IS YOUR CONTENT?

Visit [appatura.com](http://appatura.com) to learn more



## GET TO KNOW "REALTIME CONTENT"

A well-planned and structured marketing and disclosure supply chain is critical to executing an effective sales and digital strategy. Appatura's **RealTime Content Hub** empowers you to intelligently create, edit, package and deliver content from a central hub, ensuring that only approved content is used at every stage of customer engagement.



## HOW DOES IT WORK?

- MetaTags, Business Rules and Workflow parameters surround each individual piece of content, making content smart.
- Content can be packaged in an infinite number of combinations and delivered to a target channel in any file format.
- Using a robust API set, content can be delivered in any format and accessed by downstream platforms for distribution and publishing.



### PRECISION

Because of its intelligence and based upon configurable business rules, precise content can be packaged to the right channel in the right format.



### RISK MITIGATION

The central hub promotes a single source of truth, ensuring version control, approval, and user-tracking so you know when, where and how your content is being published



### CONNECTED

Our RESTful API suite ensures you can import and export content to fuel all of your downstream platforms, protecting your prior investments.

## CONTENT

Granular in nature, they are the building blocks with which you build all of your publishing feeds

## METADATA

Allows your content to be smarter and semantically rich.

## BUSINESS RULES

Allows you to apply distribution and assembly rules based on channel and use case.

## WORKFLOW

Through a combination of metadata and workflow rules content can automatically be assembled and routed through the approval and delivery process.

## PACKAGED FEEDS

Create an infinite set of feeds to support your publishing needs. XML, Json, excel, word, pdf, csv are just some of the formats supported.

## DISTRIBUTION CHANNELS

Deliver approved content to downstream publishing platforms via our API suite to support web, digital, mobile, document automation and print channels.

## WHAT SETS APPATURA APART?

The relentless pursuit of empowering content that generates well organized, searchable interactive digital-based content at scale.

## GET IN TOUCH

65 Challenger Road, Suite 400  
Ridgefield Park, NJ 07660  
1-800-277-2155 | [info@appatura.com](mailto:info@appatura.com)

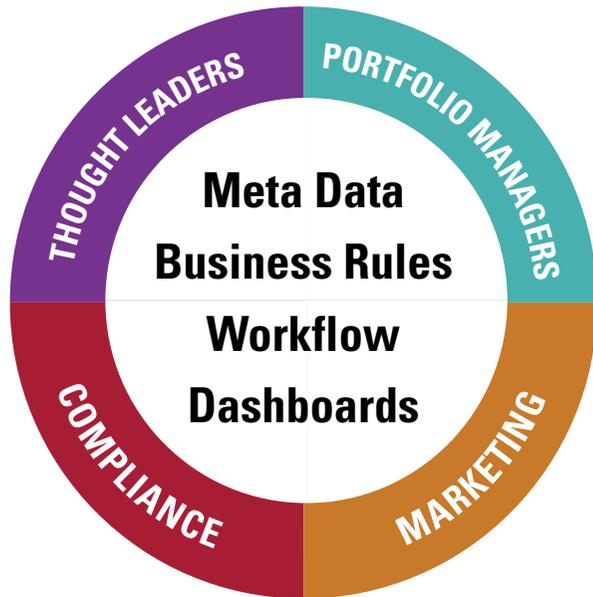
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# CONTENT CENTRIC OVERVIEW

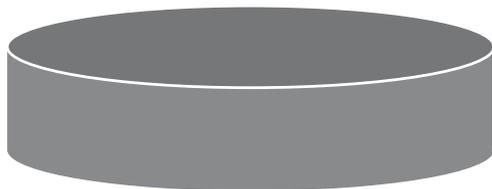
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## Single Version of Approved Content



Daily Backup to Client for Warehousing and DR



Content stored in RealTime Content Hub is delivered to downstream consumers

**ACCESS, DELIVERY AND ALERTS**

Packaged Content can be delivered via Connectors, Hooks, Api's, Plugins, and files in multiple formats such as: Json, Xml, Word, Excel, Csv, Pdf etc.

Websites

Document Automation Platform

Portfolios Reviews

Sales Enablement Platform

Marketing Design

RFP's, Regulatory Filings