

How IntelligenceBank Enables IT to Drive Value

Across Marketing, Sales, Operations, Legal and Compliance





Contents



■ About IntelligenceBank	3
■ Executive Summary: Empowering IT Initiatives	4
■ IntelligenceBank vs Online File Storage Solutions	5
■ Enabling Self-Service	7
■ AI-Enhanced Productivity & Compliance	9
■ IntelligenceBank Integrations	10
■ Enterprise Security and Privacy	12



About IntelligenceBank



IntelligenceBank is the leading digital asset management, brand portal and marketing operations platform.

Our mission is to bridge the gap between efficiency, compliance and performance.

Loved by marketing, brand, communications, legal, communications, risk and compliance professionals in 55 countries, IntelligenceBank helps ensure that customers reach the market quickly, maintain brand consistency and adhere to regulatory compliance. IntelligenceBank helps companies in multiple sectors including aerospace, banking, financial services, education, government, insurance, healthcare, hospitality, retail, sports and others.

Founded in
2009

Customers in
55
Countries

2.1M
Uploads Annually

HYATT


BAPTIST HEALTH

SUNCORP 

 KFC

medibank

communitytransit 

 HealthComp

Hertz

 CANADIAN
WESTERN BANK
GROUP
BANK • TRUST • INSURANCE • WEALTH MANAGEMENT

 nab

 TORRENS
UNIVERSITY
AUSTRALIA

 CKE
RESTAURANTS®



Executive Summary: Empowering IT Initiatives

Unlike other platforms, IntelligenceBank drives value far beyond marketing and communications roles. While marketing and communications teams are power users, IntelligenceBank is designed to drive value across multiple departments and initiatives. Our roadmap and architecture is continuously informed by feedback from IT leaders. The following represents only a small portion of IT initiatives we are proud to support.

INITIATIVE	EXAMPLE FUNCTIONS	CONSUMERS
AI-Enhanced Productivity	<ul style="list-style-type: none">• AI-assisted workflows• AI-generated metadata• AI-powered image recognition & audio transcriptions	Marketing, Web Ops
Enabling Self-Service	<ul style="list-style-type: none">• Approved content distribution• AI-enhanced search• Automatically-generated sharable CDN links	Marketing, Sales, Partners, Web Ops, Compliance, Legal
Data Consolidation & Organization	<ul style="list-style-type: none">• Centralized content storage• Metadata mapping• Auditable version control	IT, Marketing, Operations,
Reducing Compliance & Brand Risk	<ul style="list-style-type: none">• AI compliance detection• Standardized disclaimers• Streamlined approvals and reviews	Marketing, Legal, Compliance
Improving Efficiency	<ul style="list-style-type: none">• Integrations across systems• Standardized creative briefs and forms• AI-powered auto-tagging	Marketing, Operations, WebOps, Legal, Compliance
Privacy & Security	<ul style="list-style-type: none">• ISO-compliant data centers across multiple continents• SOC 2 Certification• HIPAA	IT, Operations, Compliance
Low Code Implementation	<ul style="list-style-type: none">• User-configurable workflows• User-configurable settings and permissions• Drag-and-Drop Design Brand Portals	IT, Marketing



IntelligenceBank vs Online File Storage Solutions

While centralized asset storage is just one aspect where the IntelligenceBank platform adds value, it's worth noting how IntelligenceBank is different from and better than common file storage solutions such as Sharepoint, Box and Dropbox. Here are four significant ways IntelligenceBank differentiates from online file storage.

1. Centralized Collaboration and Creative Standardization

- **Digital review, proofing and markup** enable a centralized place for anyone who engages with marketing content to review assets, annotate them, and make requests for revisions. Beyond simply storing images, videos, documents and other creative files, IntelligenceBank delivers enhanced productivity and reduced context-switching by providing a single place to engage with assets and develop them.
- **Integrated forms and briefs** create a “front door” to your Marketing team, and a way to escape the chaos of managing marketing requests via email. Direct requesters to a fully configurable request form managed on a dedicated platform. In addition, forms with conditional logic ensure that creative teams get the standardized detailed information and attachments they need to get the job done right – all in the same platform used to actually store the final approved versions for team and partner utilization.

2. Enhanced Metadata and Search Capabilities

- IntelligenceBank enables users to attach detailed metadata to assets, making it easier to search, filter, and retrieve specific files quickly. This goes beyond basic file storage where metadata capabilities might be limited or not optimized for digital asset management.
- IntelligenceBank is designed specifically to organize, categorize, and manage digital assets such as images, videos, documents, and creative files. Unlike generic file storage solutions, DAM provides robust metadata management, version control, and advanced search capabilities tailored to the needs of digital assets.

3. Integrations

- **Creative Tools.** IntelligenceBank integrates seamlessly with popular creative software such as Adobe Creative Cloud and Figma, as well as word processing software like Microsoft Office and Google Docs, facilitating direct editing and updating of assets without needing to download and re-upload files. This integration saves time and reduces the risk of versioning errors.
- **Web Operations.** The platform also works seamlessly with Wordpress, Drupal, Pantheon, Sitecore and other technologies loved by web developers – enabling web ops personnel and digital marketers to quickly grab the approved media files they need.

4. Reporting and Compliance

- **Brand Compliance.** Creative templates save time and help ensure brand compliance by ensuring creatives are working within approved templates. In addition, CDN links, permission controls and brand portals ensure that approved assets can only be seen by the right people.
- **Legal Compliance.** Standardized approval workflows accelerate review cycles between Marketing and Compliance teams significantly. In addition, Disclaimer engines and AI-compliance checks lower risk by minimizing errors.



- **Reporting.** Teams can improve time to approval by identifying individuals and teams who are slow to review and approve marketing content. Identify top performers so you can learn from best practices. Teams can also track which content is most accessed and utilized, helping them understand which investments are working.
- **Critical Content Tracker.** Reduce the risk of using out of date content, or content with expired image rights. Monitor which assets in your Digital Asset Management system have expired or are about to expire, and ensure your teams are assigned to review it regularly.

Truly Intelligent Asset Management

IntelligenceBank is designed specifically to organize, categorize, and manage digital assets such as images, videos, documents, and creative files. Unlike generic file storage solutions, IntelligenceBank provides:

- Automated AI-powered metadata
- Version control
- Advanced search capabilities tailored to the needs of various file types



I strongly recommend IntelligenceBank for your business processes.

Ashley Nash





Enabling Self-Service

In many organizations, Marketing spends much of its time answering questions from Sales, Customer Success, Web Operations, Legal, Risk, Operations and even IT. Among the most common requests:

- Can you send me the content we talked about?
- Can you send me the latest version of that content?
- Can you send our partners the content they need to sell our product?
- Can you send me our brand guidelines?
- Can you send me the content I requested?
- Can I request changes to this content?
- How can I request new content?

IntelligenceBank is one central source of truth for all approved marketing content, complete with AI-powered metadata, folder structures and integrations into all your team’s favorite tools. Our Digital Asset Management solution makes content access easy for your entire team, while BrandHub delivers an always-on resource center for your external partners.

The result is enablement for employees, partners, while giving Marketing more time to focus on tactical and strategic initiatives.

SELF-SERVICE EXAMPLES			
Role	Scenario	Without IntelligenceBank	With IntelligenceBank
Web Operations	A web developer needs to locate content featuring specific individuals and use them to build a new web page.	<ul style="list-style-type: none">Marketing is asked to deliver images of specific individualsOnce found, images are packaged up and stored on a 3rd party locationImages are sent via email or SlackWeb developer downloads the images into their desktop, then imports into the web media libraryThe request takes hours or days to fulfill	<ul style="list-style-type: none">AI-powered search enables rapid location of images, pdfs, videos and moreFace recognition used to auto-tag individuals appearing within the digital asset management platformIntegrations with WordPress, Drupal, Pantheon, SiteCore and other systems enable assets to be located and added to web pages without leaving the website admin area

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Role	Scenario	Without IntelligenceBank	With IntelligenceBank
Legal & Risk	A compliance officer needs to review marketing content and approve it before it is published without the hassle of endless back-and-forth revisions and versioning. XYZ?	<ul style="list-style-type: none"> Marketing emails the approver a content attachment or a link to a self-storage location The content is downloaded onto the approvers' desktop Manual review Detailed notes for revision are written and sent back to Marketing The entire process is repeated until the content is approved 	<ul style="list-style-type: none"> Streamlined approvals enable reviewers to view and engage with single content items or multiple assets as a group AI proofing scans documents using custom rules to help identify areas of non-compliance AI recommendations are suggested for compliance improvements Digital markup enables reviewers to draw on, comment on and requests revisions on PDFs, videos, images and more Slack or Email notifications alert reviewers when new versions are ready as well as a direct link to the asset One-Click Publishing for approved versions ensures the final assets are saved to the correct location within IntelligenceBank where it can be accessed across teams that have the proper access levels. Disclaimer Engine standardizes the language and design templates regarding disclaimers to reduce risk.
Partner	Marketing is tasked with enabling a key partner with approved content and brand guidelines, but can't give them access to the company's internal storage.	<p>The Marketing team creates one of the following:</p> <ul style="list-style-type: none"> A password-protected website A content storage location A Sharepoint instance A costly content management system <p>Brand guidelines are typically kept in a PDF hosted in one of the above systems, and partners inevitably still have trouble finding assets.</p>	<ul style="list-style-type: none"> A Brand Portal is quickly created using assets already hosted within the IntelligenceBank digital asset management system Permissions are set for partners within IntelligenceBank Updated Assets are automatically kept at the original URL, ensuring version control CDN links are created for external sharing Brand Guidelines are readily available and are no longer locked up in a PDF Guest Upload provides a way for partners to upload and share reciprocal content into the portal
Sales	Sales requests a custom asset to be created by Marketing.	<ul style="list-style-type: none"> Sales makes a content request during a meeting, on Slack or over email The request is often lost within a jumble of marketing priorities If and when it is actually completed, it is sent once via email. Future updated versions are not easily found. 	<ul style="list-style-type: none"> Marketing Inbox acts as the front door to marketing, where request are formally requested as a ticket Kanban Cards & Calendars. Marketing assigns the task, due dates, a brief and details internally. The original requester can be added to the ticket to monitor progress as the content is developed Approved Content. Once the content is ready, one-click publishing sends it to a final location, where it can be accessed immediately – and forever – in the same location. Version Control. Future versions can be easily found at the same location. Backups. Content backups are created and available as needed.



AI-Enhanced Productivity & Compliance

All organizations are looking to leverage AI to improve productivity. IntelligenceBank has a robust AI feature set and roadmap. Here are ways we enable customers to get content out the door faster – brand and legal approved.

FEATURE	HOW IT WORKS	VALUE
AI Content Compliance	Custom compliance and brand rules are deployed as IntelligenceBank scans your documents to spot mistakes and offer suggested corrections. IntelligenceBank compliance scans integrate with a wide variety of solutions including Microsoft Office.	Risk Reduction. Deploying custom AI-powered reviews of all your content can greatly reduce risk of penalties and fines. Compliance Recommendations. AI recommendations fast-track revisions.
Website Scanning	Custom compliance and brand rules are deployed on website scans to catch compliance risks that may have gotten past reviewers.	Accuracy. The team that created your content often fails to see mistakes that AI can easily catch. Time Savings. Your team doesn't have time to scour through your entire website. Keep them focused on moving the business forward while
Face recognition	After mapping a face to a name, IntelligenceBank will auto-suggest future uploaded images of that individual.	Talent Rights. Facial recognition makes it easy to find assets containing specific people – perfect for managing talent usage. Removal of Individual Across Assets. Changing team members, rosters, casts or other personnel changes are made easy with face recognition. Finding Assets. Quickly viewing all uses of a person within your Digital Asset Management system has never been easier.
Focal Point Image Cropping	Bulk crop images using asset intelligence.	Creative Productivity. Don't waste time cropping images one at a time. Focal Point uses AI to detect the most important part of images and then automatically crops them to your own specs.
Video and Audio Transcriptions	Automated transcripts and close-captioning.	Fast Content Distribution. Quickly get quotes from videos or podcasts out the door and in the hands of customers, web developers and investors. Video Publishing. Get more video views by publishing full transcripts on your website. Compliance. Improve compliance with closed-captioned videos.
Asset Search	Find any asset in a flash thanks to AI-powered tagging and search.	3X faster search thanks to generative AI within IntelligenceBank and tag-based metadata.



What used to take 7-10 days now takes 20 minutes.

Chris Yates





IntelligenceBank Integrations

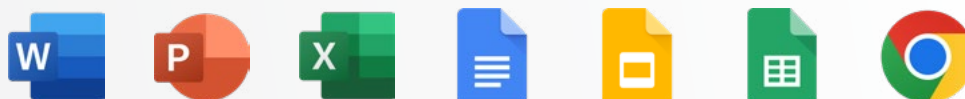


IntelligenceBank is committed to ensuring that your team can increase productivity by connecting to your favorite applications. Our integration list is constantly expanding

Creativity& Design



Content Development



Content Management & Web Operations



Sales & Marketing | E-Commerce





Project Management & Calendars



Messaging & Communications



Storage



IntelligenceBank is a highly customizable platform that is easy to use.

Andrew Brown





Enterprise Security and Privacy

IntelligenceBank is trusted by government organizations worldwide, as well as enterprise customers in highly regulated industries such as banking, insurance, mining, energy, higher education and more.

To earn their trust, we ensure that as we host sensitive and business-critical information, security and privacy is our priority – whether you're a small business or large enterprise.



Access control

Users can only view, download, publish, or print information based on their access permissions, which can be set by user group or individually.



Data storage & control options

Your data is securely hosted in ISO 27001 and SOC2 compliant data centers in the US, UK, Canada, or Australia. Private cloud options are available for an additional fee.



Two factor authentication

For customers who require additional login security, two factor authentication is available.



Firewall protection

Our servers are protected by a firewall, which deliver high performance (as to not inhibit speed of service) and multi-threat protection.



Login rules

Set login parameters such as length and complexity of passwords, and also determine how frequently your users need to reset their password.



Proactive monitoring

Every five minutes, we proactively monitor our operating system, core functions, uptime, patch upgrades, firewall status and hacking attempts.



Data ownership

We do not access your platform unless you provide your account manager with special, one time access, and you can always request a copy of your data on disk.



Penetration testing

We are subject to penetration testing on a monthly basis, and bi-annually undergo external penetration tests.



HIPAA compliant

We support the HIPAA (Health Insurance Portability and Accountability Act) regulations, and are able to sign HIPAA Agreements with enterprise-level customers as required.

How to get started?



Need more Research?

If you are still in research mode, please visit our G2 reviews to learn what our customers say, or learn more on our website.

[Product Tour](#)

See It for Yourself

Nothing beats a demonstration if you want to see how things work. Our team can help you better understand your requirements.

[Book Demo](#)



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