




How IntelligenceBank
**Enables IT to
Drive Value**

Across Marketing, Sales, Operations and
Marketing Compliance

PRESENTED BY
IntelligenceBank



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About IntelligenceBank

IntelligenceBank is an AI-powered Digital Asset Management (DAM), Marketing Compliance and Marketing Workflows platform. Marketing, Marketing Compliance stakeholders. Sales, Web Operations and partner teams in 55 countries use IntelligenceBank to manage the full marketing content lifecycle, from the first brief to a published, approved content.

IntelligenceBank is used across highly regulated industries including financial services, insurance, healthcare, government and education, where content accuracy, audit readiness and brand consistency are operational requirements, not nice-to-haves.



7x

faster approvals



10x

faster asset search



30x

faster compliance reviews



55

countries served



1M+

users worldwide



85%

content growth year-over-year





The problem IT is being asked to solve

AI has fundamentally changed how much marketing content organizations produce. More images, videos, ads, PDFs and web pages are being created than ever before, more versions are being shared across teams, partners and channels, and more pressure is being placed on Marketing Compliance teams to review and approve it all.

The infrastructure most organizations have in place was not built for this volume or pace. File storage tools were built for documents, not marketing content at scale. Manual marketing compliance review processes were designed for a world where marketing produced a manageable amount of work. Approval processes that run through email and Slack have no structure, no visibility and no audit trail to speak of.

When infrastructure does not keep pace with output, content risk accumulates. Unapproved content goes live, outdated versions stay in circulation longer than they should, marketing compliance reviews fall behind and there is no defensible record of who approved what and when.

IT is the function best placed to solve this, by putting the right platform infrastructure in place to give the business the control, visibility and confidence it needs as AI continues to accelerate output across every marketing function.

IntelligenceBank is that infrastructure.





One Unified Content Command Center

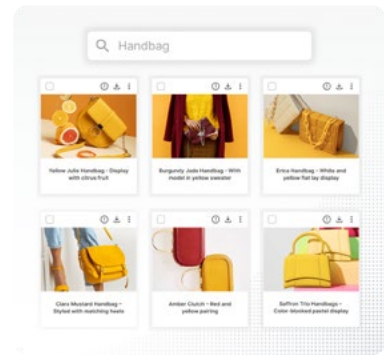
Most organizations managing marketing content at scale are doing so across a collection of disconnected tools. A file storage solution for content, a separate process for marketing compliance review, email and Slack for approvals and requests, and point solutions bolted on to fill specific gaps.

For IT, this means more vendors to manage, more integrations to maintain, more support requests to field and more points of failure to monitor. It also means the business has no single view of what content exists, what has been approved and what is currently live.

IntelligenceBank consolidates this into one connected platform covering three core areas:

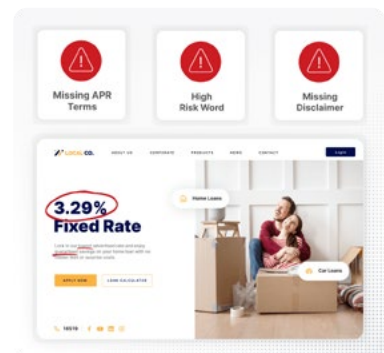
AI Digital Asset Management

Gives teams one central, searchable repository for all approved marketing content, with AI-powered tagging, version control, permissions and brand portals for external partners.



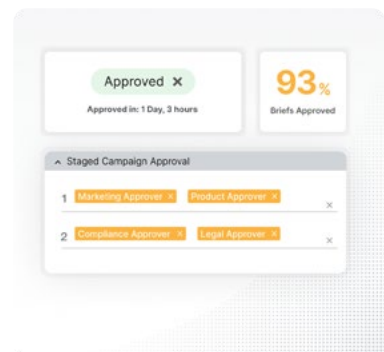
AI Marketing Compliance

Automates content risk detection across the full content lifecycle, before publication and after it, covering documents, web pages, ads and social media, with a complete audit trail of every decision.



Marketing Workflows

Replaces informal request and approval processes with structured, configurable intake, review and sign-off workflows that give every stakeholder visibility into what is in progress, what is blocked and what has been approved.





Together, these three areas cover the entire journey from the first content request to a published, approved piece of content that is actively monitored after it goes live. No other platform covers this end to end.

The table below shows the range of IT-relevant initiatives IntelligenceBank supports, and the teams across the business that benefit from each.

Initiative	Example functions	Teams supported
AI-enhanced productivity	AI-powered metadata and tagging, AI asset descriptions, AI-powered image and video recognition, automated workflows	Marketing, Web Ops
Reducing marketing compliance risk	AI-powered content risk detection, web and ad monitoring, standardized disclaimers, structured approval workflows	Marketing, Marketing Compliance
Reducing brand compliance risk	AI-powered content risk detection, web and ad monitoring, logo detection, creative templates, organized content management system, structured approval workflows	Marketing, Legal and Marketing Compliance
Enabling self-service	Approved content distribution, AI-enhanced search, automatically generated shareable links, brand portals for partners	Marketing, Sales, Partners, Web Ops, Marketing Compliance
Data consolidation and organization	Centralized content storage, metadata mapping, auditable version control	IT, Marketing, Operations
Improving efficiency	Integrations across existing systems, standardized briefs and request forms, AI-powered auto-tagging	Marketing, Operations, Web Ops, Marketing Compliance
Platform security and privacy	ISO-compliant data centers across multiple continents, SOC 2 certification, HIPAA compliance	IT, Operations, Marketing Compliance
Low code implementation	User-configurable workflows, user-configurable settings and permissions, drag-and-drop brand portal design	IT, Marketing





How IntelligenceBank is used across the business

One of the most common assumptions your IT team encounters when evaluating a platform requested by marketing is that the benefits will be confined to the requesting team. IntelligenceBank is used across multiple departments and functions, which changes the calculus of the investment significantly.

The table below shows how different teams use IntelligenceBank in practice.

Team	Scenario	Without IntelligenceBank	With IntelligenceBank
Marketing	Managing and distributing approved content across teams, agencies and partners	Marketing content scattered across shared drives and email. Teams use outdated versions. No visibility into what has been approved.	One central repository for all approved marketing content. AI-powered search. Secure sharing via CDN links. Full version control.
Marketing Compliance	Reviewing and approving marketing content before it is published	Manual review of every document. High volume of preventable errors arriving at Marketing Compliance desk. No visibility into what is live after approval.	AI-powered risk detection flags issues before content reaches Marketing Compliance teams. Continuous monitoring of live content. Full audit trail of every decision.
Sales	Accessing approved content and brand materials to support customer conversations	Requests sent to marketing via email or Slack. Responses slow and inconsistent. Sales uses outdated materials.	Self-service access to approved, current content through IntelligenceBank. Always up to date. No requests to marketing required.
Marketing Operations	Locating and publishing approved media files for web pages and digital properties	Marketing contacted to locate and send specific files. Process takes hours or days. Content files downloaded and re-uploaded manually.	AI-powered search and facial recognition enable rapid asset location. Direct integrations with WordPress, Drupal, Sitecore and other CMS platforms eliminate manual downloading and re-uploading.
Partners and distributors	Accessing brand guidelines and approved content to produce compliant marketing materials	Password-protected websites, shared drives or ad-hoc SharePoint instances created and maintained manually. Brand guidelines locked in PDFs.	Brand portals built directly from approved IntelligenceBank content. Always current. Permissions controlled centrally. Guest upload enables partners to share content back.
Operations	Managing marketing requests, tracking workload and reporting on throughput	Requests arrive through email and Slack with no structure or prioritization. No visibility into what is in progress or completed.	Structured intake through Briefs and Forms. Kanban task management. Reporting and dashboards giving full visibility into workload and throughput.
IT	Supporting the tools and infrastructure that marketing, marketing compliance and operations depend on	Multiple point solutions to integrate and maintain. Ad-hoc sharing tools and workarounds creating security risk. No central visibility.	One platform replacing multiple tools. Enterprise-grade security and access controls. Low-code configuration managed by business teams without IT involvement.



AI Digital Asset Management

Why basic file storage isn't the answer

SharePoint, Dropbox and Google Drive were built to store and share documents. They were not built to manage marketing content at scale, and the gap between what they offer and what marketing teams actually need becomes more visible as content volume grows.

Without a purpose-built solution, marketing teams work around the limitations of file storage in ways that create operational problems for IT. Content files are duplicated across multiple locations. Shared links break when files are moved. There is no version control built for creative workflows, no way to manage usage rights or content expiry, no permissions model sophisticated enough to handle internal teams, agencies and external partners simultaneously, and no audit trail for content approvals.

The support burden that comes with this falls on IT. IntelligenceBank replaces file storage as the home for marketing content, and with it, the workarounds that file storage forces teams to create.



What IntelligenceBank does instead

IntelligenceBank provides one central, searchable repository for all approved marketing content, built specifically for the way marketing teams work with images, video, documents and creative files. Access is controlled by permissions that your team can configure at the user, group or folder level. Files are version controlled automatically. Sharing is handled through secure CDN links that do not break when content is updated. Brand portals give external partners access to approved content without requiring access to internal systems.



AI capabilities that reduce manual effort

The AI capabilities within IntelligenceBank DAM are designed to reduce the manual effort that makes large content libraries expensive to maintain and slow to navigate.

AI capability	How it works	Operational benefit
Image and video tagging	AI automatically generates relevant metadata tags for images and video on upload	Reduces manual tagging effort and improves search accuracy across large libraries
Auto asset descriptions	AI generates descriptive text for marketing content to aid search and discoverability	Makes content findable without relying on consistent manual naming conventions
Facial recognition	AI identifies individuals across image and video libraries and applies tags automatically	Enables fast retrieval by person and supports talent rights and usage management
Focal point	AI detects the most important part of an image and enables smart cropping across multiple dimensions and formats	Eliminates manual cropping work when marketing content need to be resized for different channels
AI-powered search	AI-enhanced search draws on metadata, tags and descriptions to surface relevant content quickly	Reduces time spent searching and reduces requests to marketing teams for content that already exist

What this means for IT

One platform replaces file storage and any point DAM solutions currently in use. The permissions and access control model is configurable without ongoing IT involvement. AI handles the metadata and tagging work that would otherwise require manual effort or dedicated resource. Self-service access for internal teams, agencies and partners reduces the volume of ad-hoc content requests that find their way to IT or marketing.





AI Marketing Compliance

Why existing review processes don't scale

Most organizations rely on manual review to manage marketing compliance. Content is reviewed, marked up changes and changes sent back to marketing. At the volume AI-driven production now generates, this process cannot keep pace. Review cycles get longer, risks arrive at Marketing Compliance's desk fully formed and content that was compliant on approval day continues to live across websites, ads and social channels long after the requirements it was written against have changed, with nobody actively monitoring it.

Where point solutions exist, they typically address one content type or one stage of the lifecycle. A document checker. A web monitoring tool. A social media reviewer. These tools do not connect, do not share a common rules engine and do not provide a unified audit trail, which for your team means multiple vendors, multiple integrations and no single source of truth for marketing compliance decisions across the business.



What IntelligenceBank does instead

IntelligenceBank automates content risk detection across the full marketing content lifecycle, covering content during production, during review and after it has been published. A single rules engine applies consistently across every content type and every channel, with every decision logged, time-stamped and retrievable.



Coverage area	What is reviewed	When
Content Risk Reviews	Documents, PDFs and creative files	During production and before approval
Web Risk Reviews	Live web pages across owned and partner domains	Continuously after publication
Ad Risk Reviews	Paid advertising across digital channels	Before publication and continuously after
Social Media Risk Reviews	Social content across platforms	Before posting and continuously after
Social Media Risk Reviews	Social content across platforms	Before posting and continuously after

Audit trails and defensible marketing compliance

Every action taken within IntelligenceBank is logged automatically. Who submitted content for review, who approved it, what risks were flagged, what changes were made and when. This creates a complete, retrievable record of every decision across every piece of marketing content, without any manual documentation effort.

For organizations in regulated industries, this is the difference between being able to answer a regulator's questions confidently and spending days reconstructing a paper trail that may not be complete.

What this means for IT

AI Marketing Compliance replaces a combination of manual processes and disconnected point solutions with one platform that covers the entire content lifecycle. The rules engine is configured by Marketing Compliance teams without your IT team's involvement. Every decision is logged automatically, reducing the risk of undocumented approvals and the liability that comes with them. And because web, ad and social monitoring runs continuously after publication, the business is not relying on someone happening to notice when compliant content becomes a risk.



Document reviews reduced to two minutes per asset. 1.6 million web pages reviewed annually. 9,217 risks identified in a single month.



12,000 web pages monitored across 800+ partner domains every month.



Marketing Workflows

Why email and Slack aren't a workflow

When marketing request and approval processes run through email, Slack and informal conversation, the business is operating without workflow infrastructure. Content moves through production and approval with no structure, no consistency and no documented record of decisions. As content volume grows, the chaos scales with it.

The challenge for IT is that building and maintaining proper workflow infrastructure is time-consuming, resource-intensive and rarely prioritized against competing demands. The result is that Marketing, Marketing Compliance and operations teams continue to work around the problem rather than through it.



What IntelligenceBank does instead

IntelligenceBank provides enterprise-grade workflow infrastructure that marketing and operations teams configure and manage entirely on their own. Your IT team does not need to build it, customize it or maintain it. Workflows are set up through a low-code interface, configured to match how the business actually operates and updated by the teams that use them without requiring IT involvement.



Capability	What it does	Benefit to the business
Briefs and Forms	Structured intake forms with conditional logic ensure every request arrives with the right information	Eliminates incomplete briefs and reduces back-and-forth before work can begin
Kanban task management	Full visibility into assigned tasks, due dates and completion status	Marketing leadership and Operations have a real-time view of workload and throughput
Approval Workflows	Configurable approval routing sends content to the right reviewers automatically	Removes manual chasing and ensures nothing is published without the required sign-off
Proofing and Markup	Reviewers annotate directly on PDFs, images and video within the platform	Eliminates email-based feedback chains and keeps all revision history in one place
Reporting and Dashboards	Visibility into approval times, bottlenecks and team throughput	Gives Operations and IT the data needed to identify process inefficiencies

What this means for IT

The business gets structured, consistent and scalable workflow infrastructure without your IT team having to scope, build or support it. Marketing and operations teams own their workflows entirely. And because intake, review, approval and content storage all sit within one platform, there are no handoffs between disconnected tools for IT to integrate or maintain.



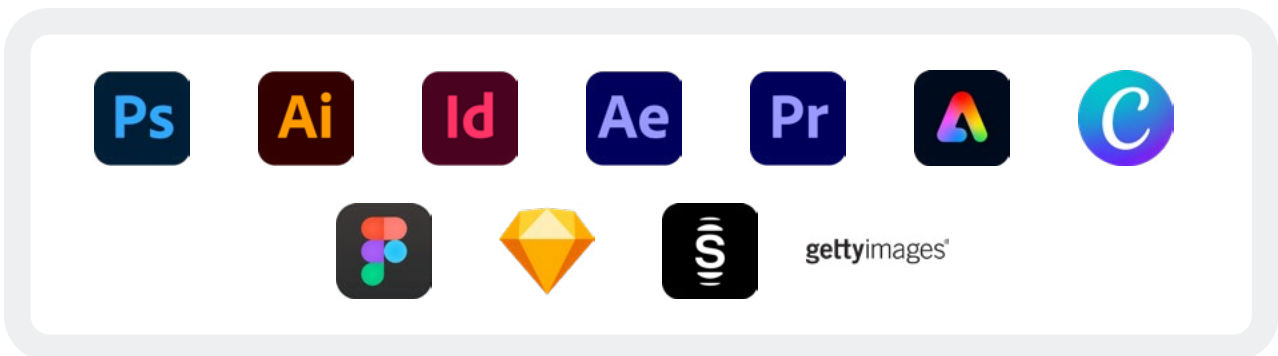


Works with your existing stack

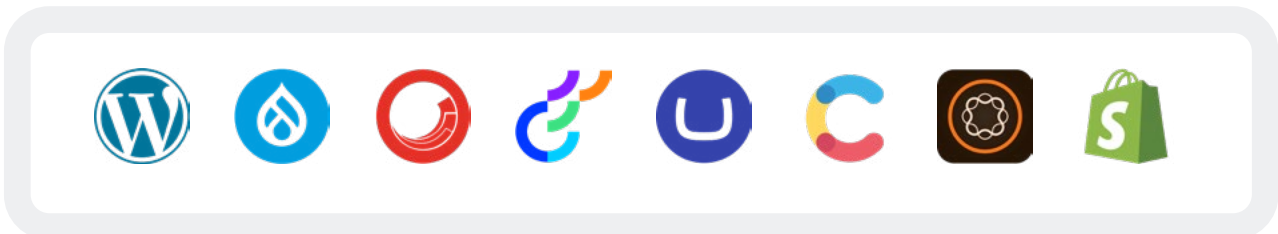
A common concern when evaluating any new platform is whether it will integrate with the tools the business already uses or create another silo to manage. IntelligenceBank connects with the systems teams already work in, reducing context-switching and eliminating the need to download, reformat and re-upload content as it moves between tools.

For IT, this means fewer custom integrations to build and maintain, and a platform that fits within the existing stack rather than sitting outside it.

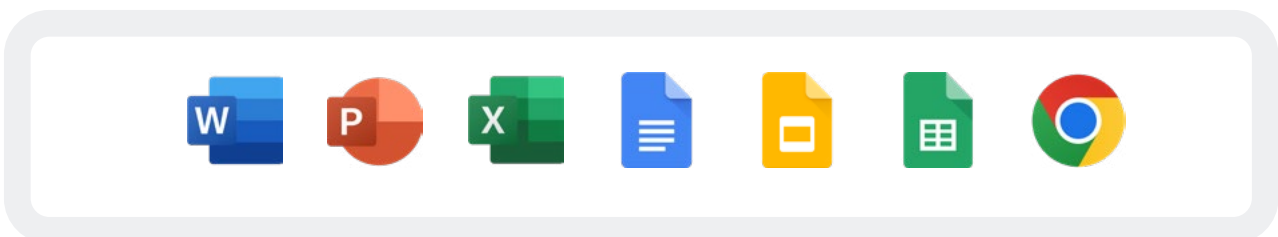
Creativity and design



Content management and web operations

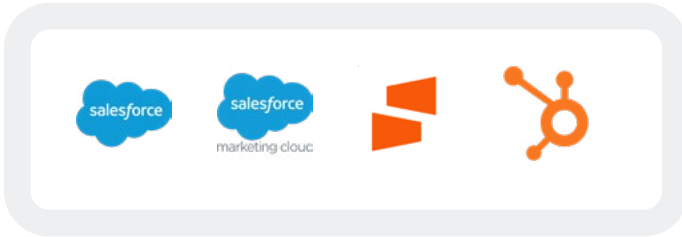


Daily tools





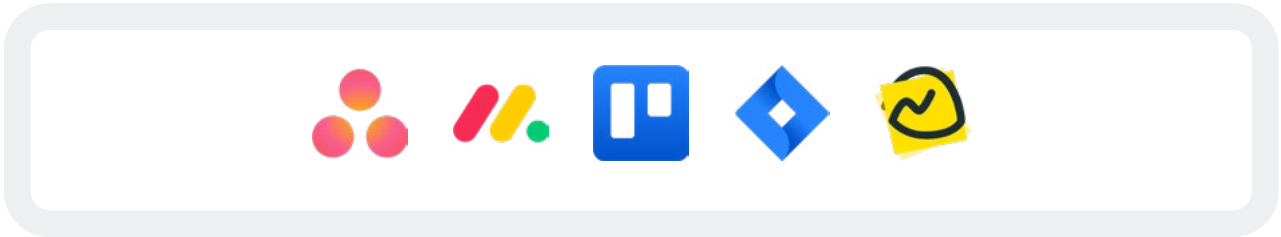
Sales and marketing



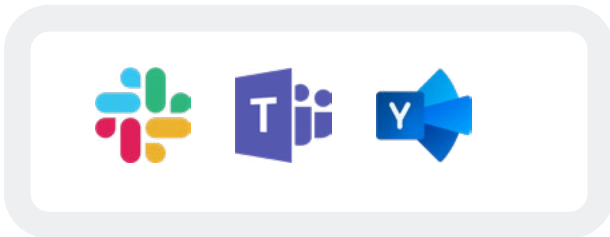
E-commerce



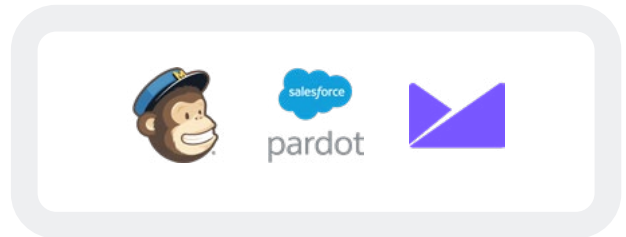
Project management



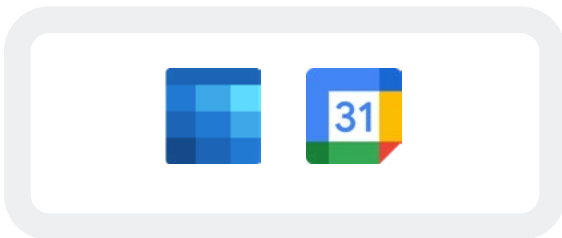
Messaging



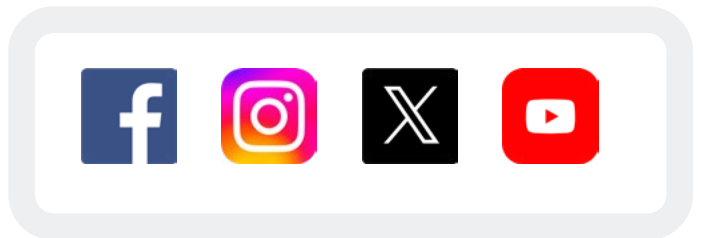
Email



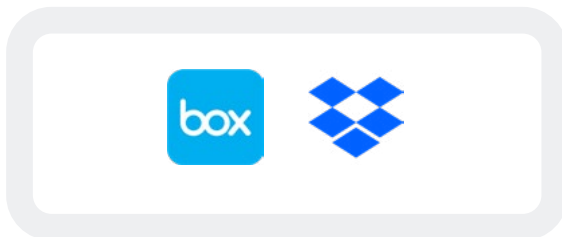
Calendars



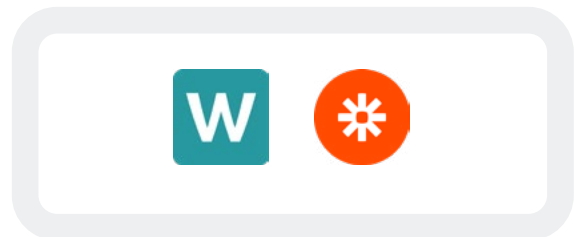
Social media



Storage



iPass



IntelligenceBank also provides API access for organizations that need to connect the platform to proprietary systems or build custom integrations into their existing technology architecture.



Enterprise security, privacy and marketing compliance

IntelligenceBank is trusted by government organizations and enterprise customers in highly regulated industries including banking, financial services, insurance, healthcare and higher education. Security and data privacy are built into the platform architecture, not added on afterward.



Access control

Permissions are set at the user or group level, controlling who can view, download, publish or print content within the platform



Data storage and residency

Data is hosted in ISO 27001 and SOC 2 compliant data centers in the US, UK, Canada and Australia. Private cloud options are available for organizations with specific data residency requirements



SOC 2 certification

IntelligenceBank is SOC 2 certified, providing independent verification of security controls across availability, confidentiality and data integrity



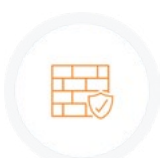
HIPAA compliance

IntelligenceBank supports HIPAA requirements and can execute HIPAA agreements with enterprise customers in healthcare and related industries



Two-factor authentication

Available for all customers requiring additional login security



Firewall protection

Servers are protected by high-performance firewalls providing multi-threat protection without degrading platform speed



Login controls

Administrators can set password complexity requirements and determine how frequently users are required to reset credentials



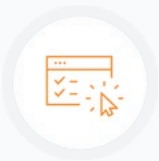
Penetration testing

IntelligenceBank undergoes monthly internal penetration testing and bi-annual external penetration tests



Proactive monitoring

Platform uptime, core functions, firewall status and potential threats are monitored every five minutes



Data ownership

Customer data is not accessed by IntelligenceBank without explicit, one-time permission from the account holder. Customers can request a full copy of their data at any time



Ready to Simplify Your Compliance Process?

Upholding marketing compliance doesn't have to be a headache. With the right software and processes in place, you can ensure your marketing materials are compliant, accurate and effective.

IntelligenceBanks AI content compliance solutions are designed to help banks like yours take a proactive approach to regulatory requirements while saving time and reducing risk. It's a great way to get up and running faster than building a solution from scratch, knowing that what the regulators are looking for is the same thing the software is pre-programmed to catch.

Learn more at IntelligenceBank.com