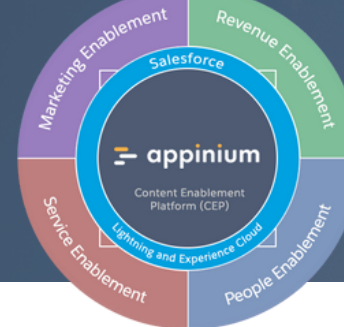




The only **Content Enablement Platform (CEP)** integrating digital content into the internal and external workflows of your enterprise



Appinium leverages content and learning throughout enterprise workflows to track, measure, and optimize user engagement, behaviors, and actions to **accelerate business results**.

- ✓ Marketing Enablement
- ✓ Revenue Enablement
- ✓ Service Enablement
- ✓ People Enablement

Appinium is the leader in defining how content, data, and insights interact to drive success throughout the organization.

The innovative, cloud-based platform comprises a series of interconnected and configurable offerings tailored to different enterprise workflows. Each offering is curated by a unique set of use cases providing a highly targeted and personalized experience.

#### MARKETING

- Interactive Videos
- Pardot Integration
- Video Hosting

#### REVENUE ENABLEMENT

- Video Coaching
- Content Selling
- Sales Development

#### SERVICE ENABLEMENT

- Video Case
- Case Deflection
- Video Knowledge

#### PEOPLE ENABLEMENT

- Onboarding
- Just-in-Time Training
- Certifications

#### Scalable Workflow Platform Solution



- Easy to install, easy to use cloud platform
- Simple content distribution across offerings

#### Integrate Any Type of Digital Content



- Support any content and media format
- Headless APIs for content distribution

#### Data-driven Behavior and Business Results



- Leverage workflows to track data journey
- Connect with BI tools to drive insights

#### Native on Salesforce



- Unique position within SFDC ecosystem
- Seamless user experience across enterprise

#### Powered by Appinium on Azure



- Extensible across other platforms
- Enterprise-wide scalability

200+ highly satisfied, engaged, and recurring Appinium customers including:



#### Supported Content Formats and e-Learning Standards:

- Video
- SCORM
- AICC
- PDF
- MP3
- PPT
- Word
- Zoom
- Webex
- ILT

#### AUDIENCE SEGMENT OVERVIEW AND BENEFITS

- CHRO / CPO: Learning and Development
- CMO / Head of Marketing: CRM, Advertising, Marketing
- CRO / Head of Sales: Sales and Service Enablement
- CTO / CIO: Enterprise Config, Data Security/Residency

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