

Widen Collective[®] product overview

Deliver meaningful, measurable digital experiences powered by DAM

The Widen Collective
is a web-based content
hub designed to change
the way you work.



Power your content and inspire your story

The Widen Collective® helps you create, review, manage, distribute, and analyze your content with powerful applications that manage your assets across the entire content lifecycle. Supported by the cloud infrastructure of Amazon Web Services (AWS), your digital assets will reach new heights as they scale with the growth of your business.

Use the Collective to:

Create a searchable, shareable library of your brand's photos, images, videos, and other creative assets

Connect your content to team members, partners, audience members, and marketing platforms

Safeguard your content, time, and brand while accelerating your content operations



Assets

Catalog, control, and deliver rich media assets from a central source of truth



Insights

Track and measure assets and build site performance dashboards



Portals

Curate microsites and create personalized brand experiences



Templates

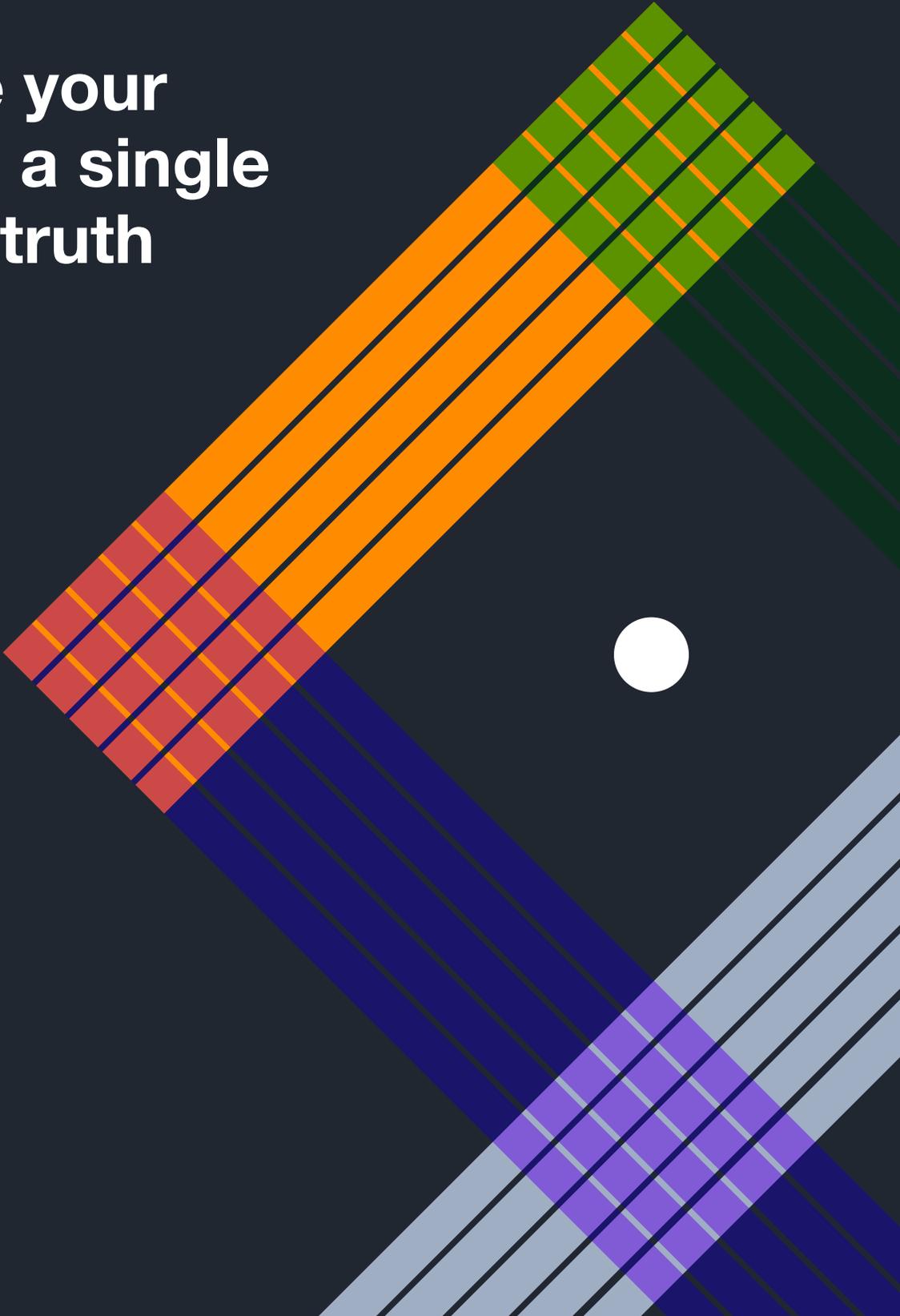
Create localized web-to-print collateral that's on-brand and on demand

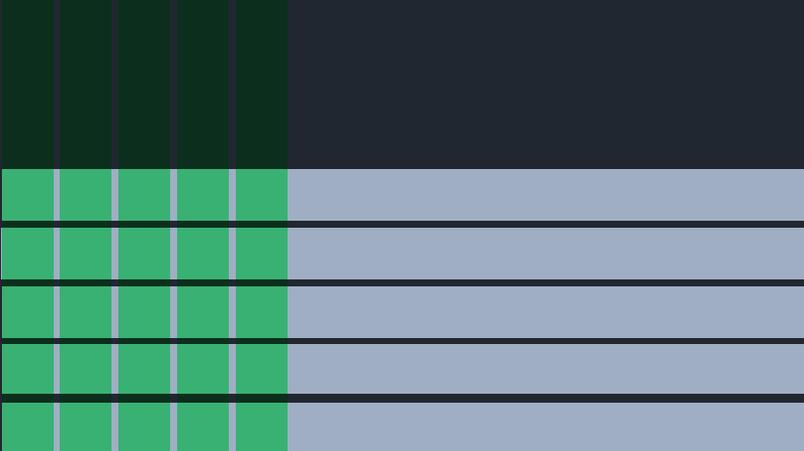


Workflow

Streamline collaboration, reviews, and approvals with online proofing

**Centralize your
content in a single
source of truth**





Find your photo, video, and creative files

Access quick links, spotlight searches, and collections right from your Dashboard

Find assets quickly with multiple search options

Automatically tag images upon upload using pre populated metadata values and image recognition technology

Create personalized search results with saved searches and collections

Publish content across the web

Automatically resize and crop assets for downloading, embedding, or sharing

Maintain one master file and update across the web using embed codes

Gain insight into asset usage through geolocation map views and embed link data

Distribute assets to anyone, wherever you are

Securely share links and files with anyone right from your digital asset management (DAM) site

Distribute select assets to internal and external teams via collections

Increase visibility and accessibility to key assets with share links

Use Brand Portals to share subsets of assets for different audiences within a secure, branded microsite or embed them on public-facing channels

Control your brand at scale

Give your site a personalized brand experience

Control app and asset access with granular user roles and permissions

Set expiration dates and send automated email notifications

Ensure enterprise governance with security and scalability

Convert your brand asset to the right format at the right time

Automatically convert file formats on the fly

Grant users permission for conversions by role

Gain access to your assets from anywhere, on demand

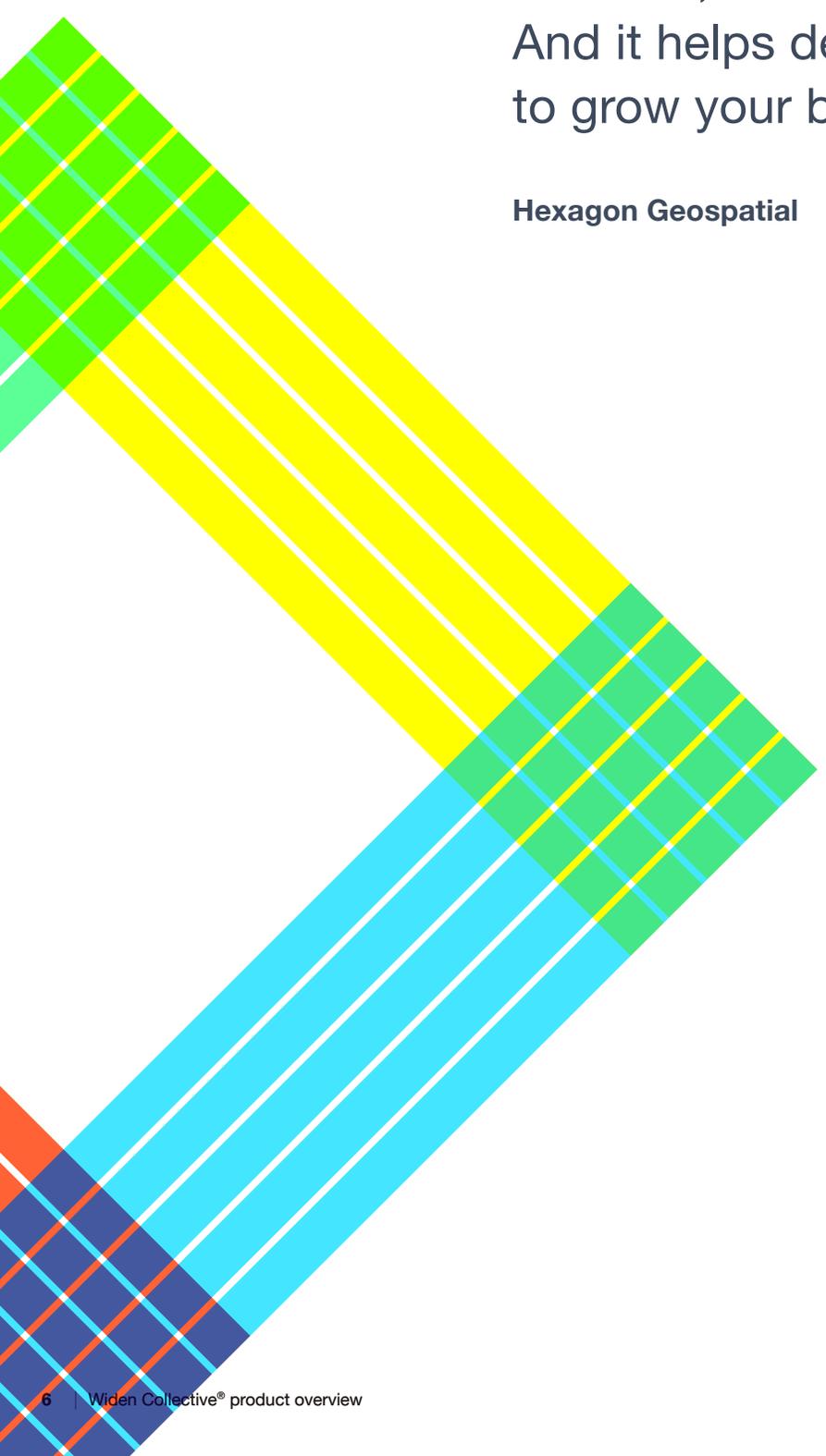
Manage different versions of your assets

Update new versions of your assets while maintaining or archiving previous versions

Retain metadata values for each of your asset versions

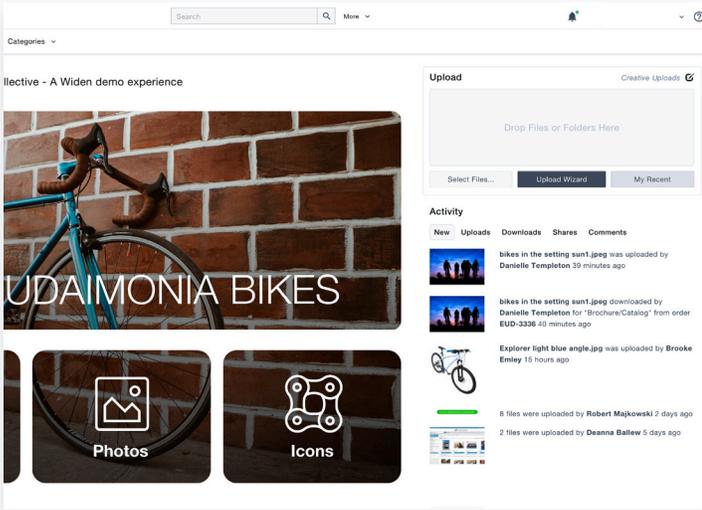
Identify duplicate files within your DAM site upon upload

Maintain version control of your assets in all locations with embed codes

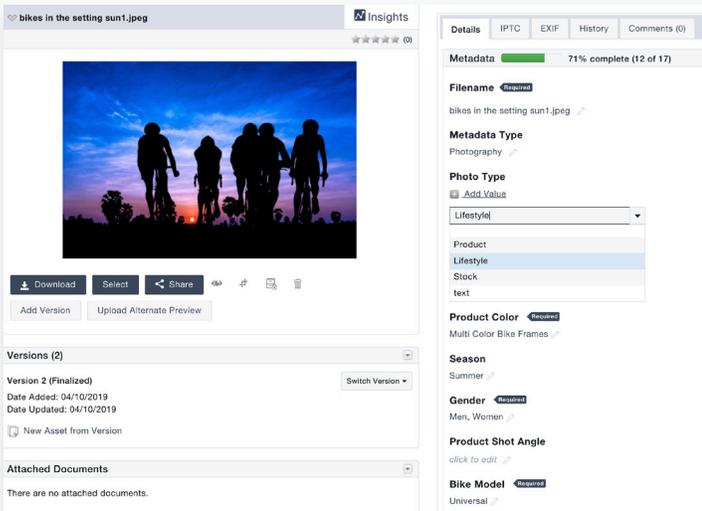


“A DAM solution can transform a business, serving as the engine for all content delivery to empower sales, resellers, and support e-commerce. And it helps derive meaningful analytics to grow your business.”

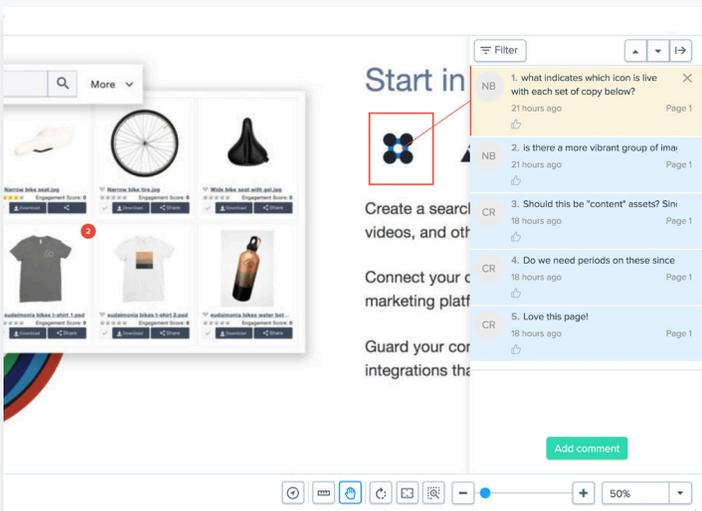
Hexagon Geospatial



Search from your personalized Dashboard.

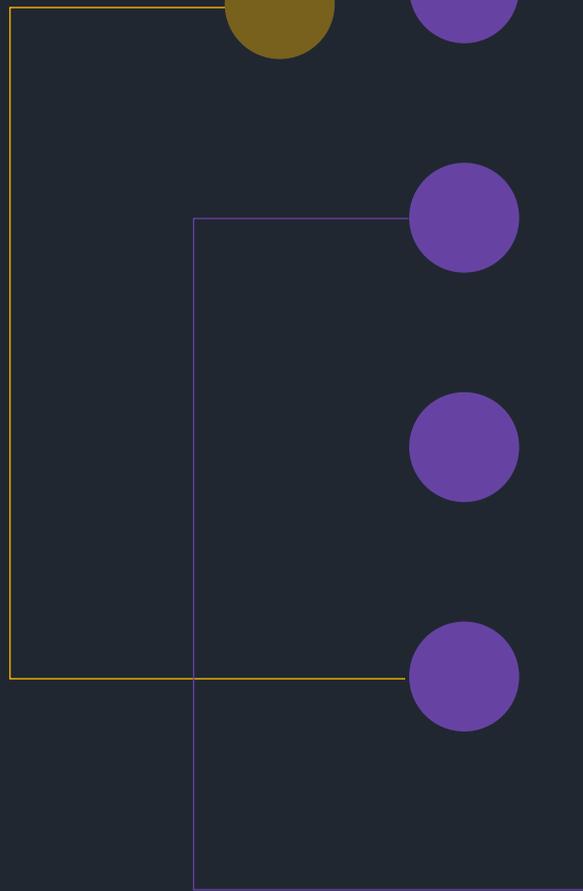
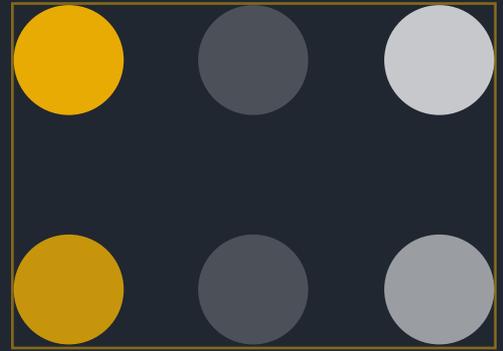


Get full, interactive previews of images, videos, and documents. See and edit all associated metadata, view Insights data, and share or download directly from the asset preview.



Submit, route, review, and approve projects using multistage, configurable workflows.

**Rely on a solution
that does
what it says**





Customize content and localize your brand

Create custom collateral on demand with centralized assets from your Collective site

Co-brand sales and marketing materials easily with preset collateral templates

Gain visibility into asset performance

See when and how visitors are engaging with your assets

See where in the world your assets are being used and viewed

Get instant snapshots of your DAM site's performance

Export all data for individual assets or groups of assets

Streamline content review and approval

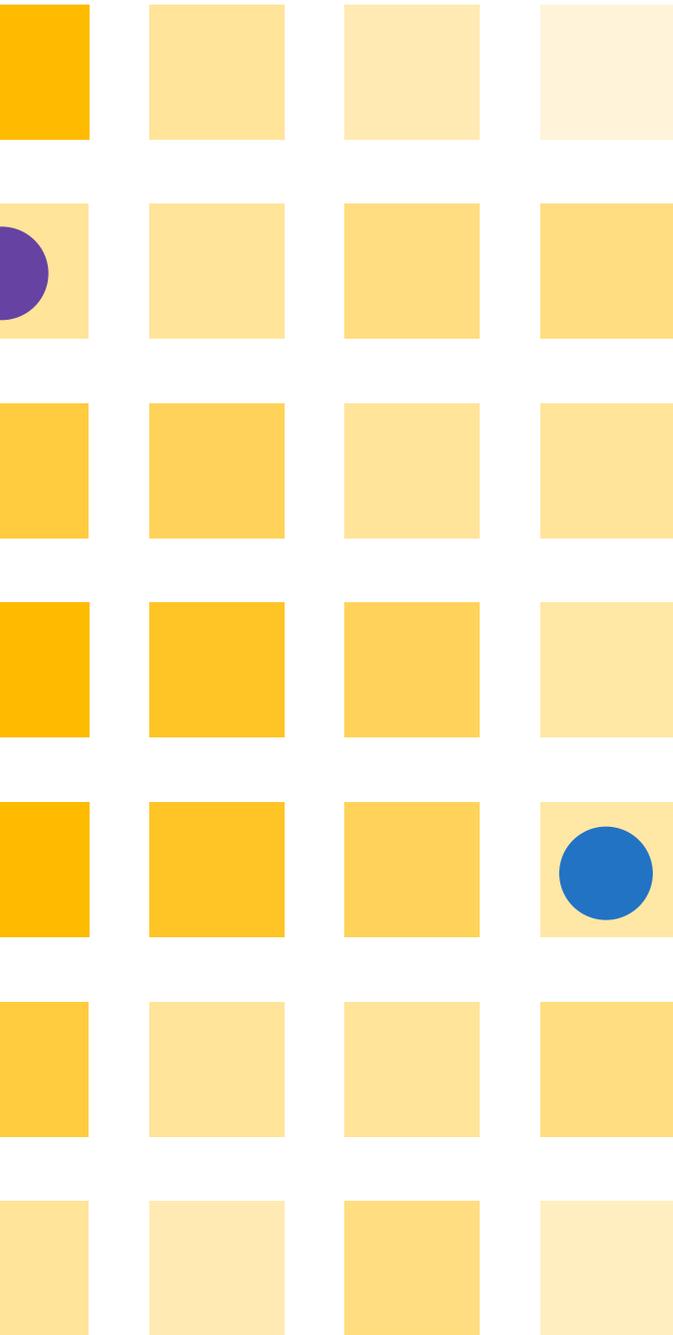
Comment on assets within your DAM site

Proof, annotate, and approve projects using multistage, configurable workflows

Collaborate across teams in one work space

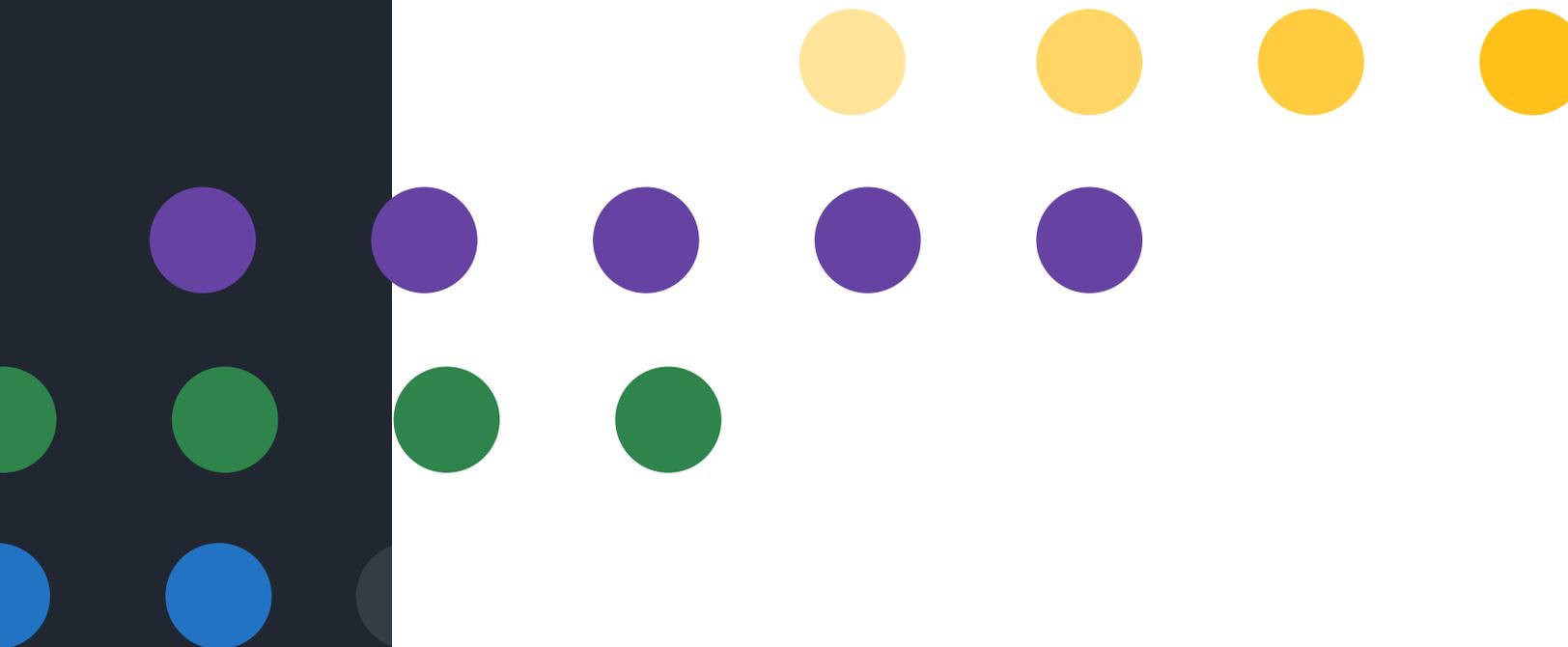
Keep an audit trail of all feedback for easy reference

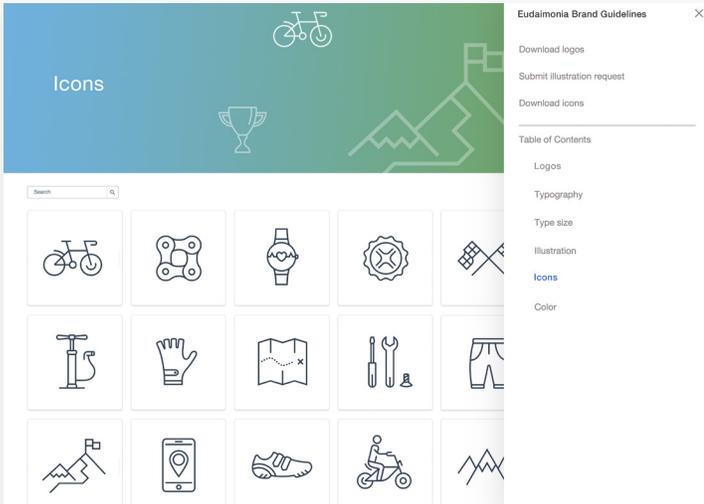
Measure content performance by tracking views, embeds, shares, and downloads



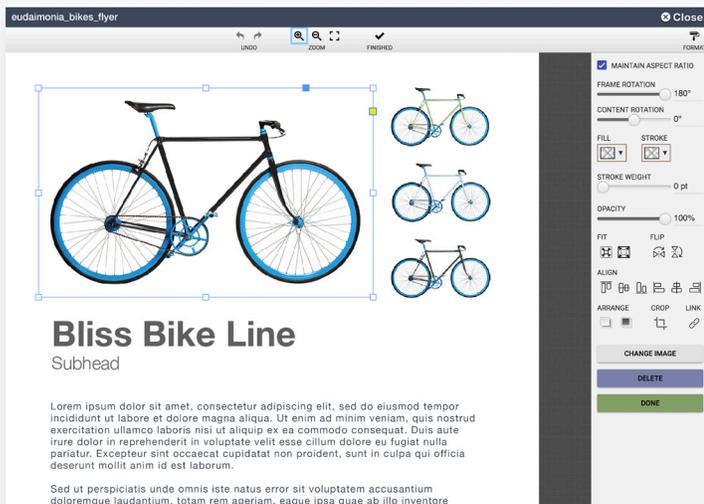
“Widen’s commitment to customer experience is unparalleled in the industry. I interact with a lot of CX teams from SaaS companies and nothing compares to the experience with Widen — it’s a serious differentiator.”

Torani

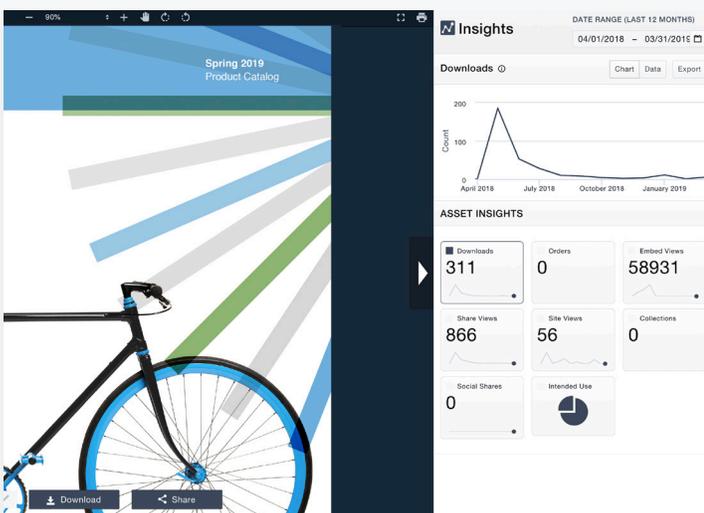




Personalize your brand for dealers, sales teams, vendors, and more with a single, dynamic brand portal.

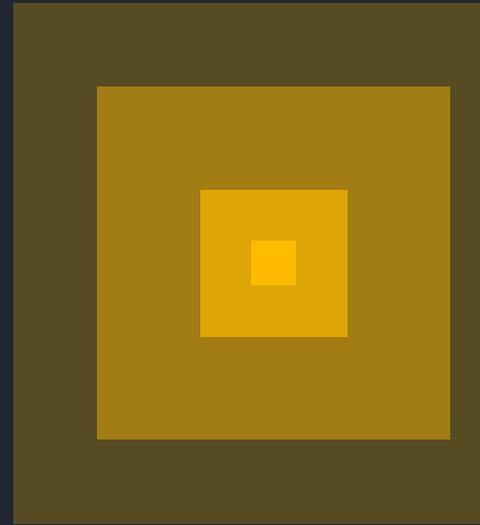


Use self-serve templates to localize your brand with custom sales and marketing collateral.



See data for individual assets in Quick View, then track overall content performance with Insights.

**Make DAM
the center of your
digital ecosystem**



With several prebuilt connectors, ready-to-use plugins, and managed integrations, the Collective integrates with technology from the most popular software categories to make sure you get what

-  Widen supported integration
-  Partner developed integration

AI auto tagging

Clarifai 

Automation

Zapier 

Collaboration

Slack 

SharePoint 

Creative and editing

Adobe Creative Cloud 

ShotFlow 

Customer relationship management

Salesforce 

Digital imaging

LiquidPixels 

E-commerce

Hybris 

File sharing and storage

Amazon Web Services 

Google Drive 

OneDrive 

Box 

Dropbox 

Marketing apps

Enwoven 

Marketing resource management

Workfront 

Product information management

Salsify 

Venzee 

Project management

Asana 

Basecamp 

Jira Software 

Smartsheet 

Trello 

Workfront 

Rights management

Digimarc 

Fadel 

Sales enablement

Modus 

Showpad 

Social media management

Hootsuite 

Spredfast 

Khoros 

User generated content

Tint 

Web content management

Drupal 

WordPress 

Adobe Experience Manager 

Sitecore 

Hannon Hill 

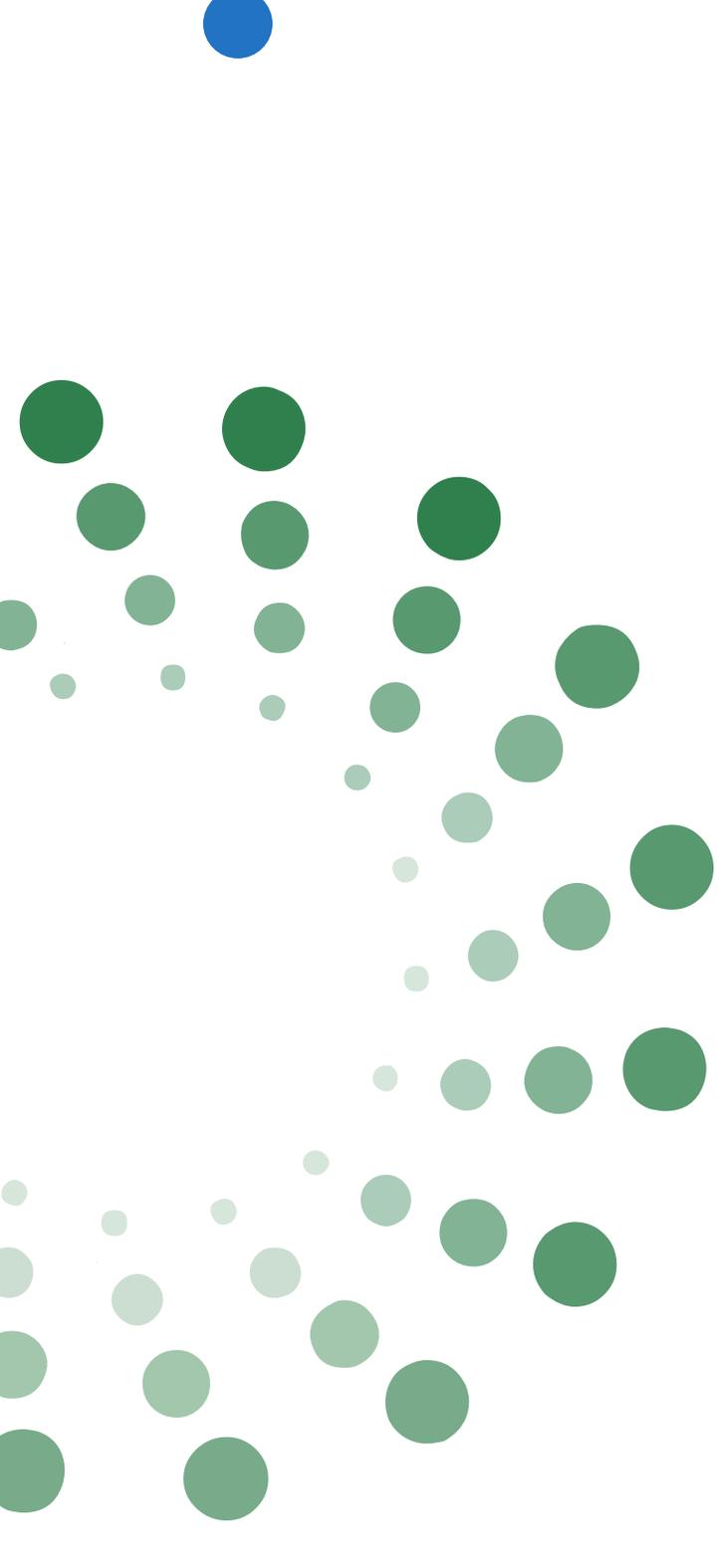
Episerver 

Can't find what you're looking for?

We can fix that. Let us help you build the integration you need.

Take DAM anywhere





If you have a custom integration in mind, our REST API makes it easy to extend your assets your way.

Upload new assets directly to the Widen Collective

Update metadata from other data sources

Enter metadata once and reuse in other applications

Our API can help you

Get more brand reach and relevance

Share more data across systems

Understand where and how your assets are being used

Repurpose your best brand assets

“We’ve had great collaboration with Widen. Our advisor and onboarding coach were quick to reply and responsive to what we want to do.

3 Shape

**Choose an
implementation
path that's right
for you**



When it comes to system implementation, we don't just say goodbye and good luck.

 <p>Guided</p> <p>Our guided implementation is led by an onboarding coach at Widen who will show your team the ropes.</p>	<p>Why you should consider this service</p> <p>You have a dedicated person on your team to manage the implementation and site going forward</p> <p>Your team is comfortable working via virtual meetings and asking questions</p> <p>You are willing to be coached through an established process, but make the decisions that are best for your teams</p>	<p>What you should expect</p> <p>A minimum of 12+ virtual working sessions with homework between sessions</p> <p>Empowerment from the Widen team to complete your site configurations — no prior experience needed</p> <p>Preparation for ongoing maintenance and growth of your site</p> <p>Preparation for training your user base</p>
 <p>Full service</p> <p>Our full-service implementation is managed by a Widen expert who will augment your team and lead the charge.</p>	<p>Why you should consider this service</p> <p>You have a deadline and want to implement faster</p> <p>You need someone to help project manage the implementation</p> <p>Virtual meetings won't do; you need someone onsite</p> <p>You haven't configured software before, or don't want to</p>	<p>What you should expect</p> <p>Accelerated timing if needed — implementation can be less than 12 weeks</p> <p>Expert assistance provided by Widen, who will manage the project for you</p> <p>Widen team works with your users to gather direct feedback and deliver training</p> <p>Site configuration completed by Widen</p> <p>Site recommendations unique to your business needs</p>

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About Widen

Widen builds high-performing software that empowers organizations to create compelling, meaningful, and measurable digital experiences. Focused on service and fueled by a global community of users, Widen has the highest customer loyalty in its industry. Our digital asset management (DAM) platform spans across brand management, content lifecycle management, and creative management, serving 450,000+ people at over 600 influential brands around the world. Customers include LG, Energizer, Trek, Zeiss, Cornell University, the Atlanta Falcons, Red Gold Tomatoes, Carnival Cruise Line, Yankee Candle, Kohler, FINCA, and many more.

Learn more about Widen's people, products, and services at www.widen.com.

