Create, review, manage, distribute, and analyze your digital content with a suite of applications that work together in one powerful platform.

Deliver meaningful, measurable digital experiences powered by digital asset management (DAM).

Our cloud-based DAM solution, the Widen Collective, provides brand management, creative workflows, and content lifecycles for the world's most influential brands.

And with a rich, 70-year history, we know about creating long-lasting brands.

DAM solutions with service beyond compare

“We’ve built elaborate systems around the DAM solution, leveraging Widen’s API to create a photo management workflow. Widen’s product is core to our current digital ecosystem.”

— JENNIFER HURLEY

Clear Channel Outdoor

Create, review, manage, distribute, and analyze your digital content with a suite of applications that work together in one powerful platform.

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

Insights
Track and measure assets and build performance dashboards

Portals
Curate collections and create personalized brand experiences

Templates
Create localized web-to-print collateral that’s on-brand on demand

Workflow
Manage work in process and streamline collaboration, reviews, and approvals
Our Professional Services team partners with you to make great things happen. Let us help with planning, implementing, project managing, or administrating your Collective site.

Software consulting
Configure your Collective site based on criteria that are specific to your organization

Analyze metadata, governance, and analytics to identify improvement opportunities in existing workflows and processes

Refresh the optimization and configurability of your Collective site

Instill confidence that you’re using your Collective site to its fullest potential

Managed services
Prepare, organize, and migrate your files and data into your Widen Collective site

Identify and enter metadata specific to your business needs

Source an administrator for your Collective site

Strategic consulting
Design a technology strategy that aligns with business goals and accounts for your people, processes, and technologies

Provide a model for strategy execution and measurement

Lead change management to engage and motivate teams as they navigate technology changes

Create a roadmap for your organization’s technology goals, tied to your winning strategy

Facilitate process improvement to identify and test opportunities that build greater efficiencies

Strategize technology and map your people stack

Real people, unreal support