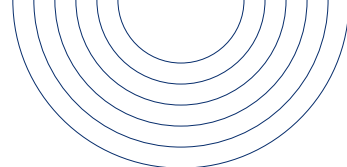# ioMoVo

Success Story

Practical Solutions Inc.

Established in 1997, PSI is a certified Small Business (SB) that offers a range of services to help businesses achieve their goals. These services include strategic planning, business design, process improvement, and innovative solution development. In addition, PSI supports enterprise implementation, cloud initiatives, cybersecurity, infrastructure, and mobility. To ensure efficient and effective marketing operations, PSI's marketing and operations team uses ioMoVo Productivity Management and Digital Asset Management. These tools help the team stay organized and responsive to changes in the market and within the organization.

Challenge

As a brand operating in a highly regulated industry, PSI faced a range of challenges related to content management. These included navigating restructures and mergers, as well as ensuring compliance with regulatory requirements in the United States. To meet these challenges, PSI had to ensure that all of the content they produced, stored, and distributed met the strict standards of regulatory bodies.

6 Potential Pain Faced by PSI

Lack of a central repository
Without a central repository for digital assets, it was very difficult for PSI's professionals to access and share the assets they need for their projects. This also affected their productivity and wasted their time.

Difficulty in organizing and categorizing assets
With a diverse range of projects and clients, PSI have a large number of digital assets that need to be organized and categorized in a way that makes it easy to find and access the specific assets needed for each project.

Difficulty in tracking changes in files
With a diverse range of teams and clients, it was difficult to keep track of the changes that have been made to a file over time. This made it difficult further to identify who made a particular change, or to understand the context or reasoning behind a change.

Security concerns
As a company that handles sensitive and confidential information, it is important for PSI to have robust security measures in place to protect its digital assets from unauthorized access.

Collaboration challenges
With a distributed team and clients located in different locations, it may be challenging for PSI's professionals to collaborate and share digital assets in a seamless and efficient manner.

Difficulty finding specific assets
Without advanced search options, it was difficult PSI to locate specific assets, particularly when the assets are not organized. This led to wasted time and effort as they try to manually browse through folders or search for assets using basic search criteria.

> "Our record keeping was inconsistent and our content production processes were poorly defined, which could have led to internal problems and fines from regulatory agencies.
>
> –Animesh Bhunia (Director of PSI)

Solution

Practical Solutions Inc has adopted ioMoVo Digital Asset Management (DAM) and Productivity Management to revolutionize its operations and marketing team through digital transformation.

ioMoVo DAM

ioMoVo DAM has enabled PSI to not only establish a single, centralized place where team members can go to retrieve brand- and regulation-approved content, it enables them to intuitively and effectively collaborate—no matter the distance between desks—and to integrate new marketing teams acquired from mergers much more efficiently.

ioMoVo Integration Hub

By integrating several apps and systems, PSI was able to boost efficiency and simplify operations. PSI used ioMoVo Integration Hub to combine their systems and data, creating a seamless procedure, eliminating the need for manual data entry, and lowering the chance of errors. It also enabled PSI to automate operations and procedures, freeing up time and resources for more strategic initiatives.

ioMoVo AI Tools

ioMoVo's AI tools allowed PSI to automatically classify, tag, and organize their digital assets, making it easier for PSI's team to find and access the specific assets they need. It also helped PSI to analyze and extract insights from digital assets, helping them to make more informed decisions. By leveraging the power of ioMoVo's AI and ML capabilities, PSI improved the efficiency and effectiveness of their digital asset management processes and gained a competitive advantage.

ioMoVo Teams Management

By using ioMoVo Digital Asset Management (DAM) Teams management, Practical Solutions Inc (PSI) was able to improve the efficiency and effectiveness of their team's work. With the ability to assign tasks and responsibilities, track progress, and collaborate on projects in real-time, PSI was able to stay organized and on track, saving time and resources.

Results

By using ioMoVo, Practical Solutions Inc (PSI) is able to redirect their focus back to their primary goal: assisting their business clients in making informed decisions and continuously maintaining and support enterprise implementation.

Improved efficiency
With ioMoVo's DAM, PSI streamlined their processes and saved time and reduced the risk of errors, as team members no longer need to search for assets in multiple locations or manually enter data.

Enhanced collaboration
DAM systems's real-time project management, version control, and commenting features helped PSI to improve collaboration between team members, regardless of their location.

Better organization
ioMoVo's DAM helped PSI to categorize and tag their digital assets, making it easier to find and access specific assets when needed.

Improved security
With ioMoVo's robust security measures, such as authentication, access controls, and encryption, helped PSI to protect digital assets from unauthorized access.

Increased compliance
By using a DAM system, PSI ensured compliance with regulatory requirements and internal policies, reducing the risk of fines or other penalties.

Greater flexibility
A DAM system can be accessed from any device with an internet connection, so that allowed PSI to work from anywhere and providing greater flexibility.

> ioMoVo helped us to tackle a wide range of tasks, such as meeting regulatory requirements, modifying assets, implementing processes into our workflow, and much more.

–Animesh Bhunia (Director of PSI)

About ioMoVo

ioMoVo provides comprehensive solutions for digital asset management and work management that enable your team to focus on strategies that effectively reach and engage customers through targeted marketing efforts.

Their content operations platform serves as a central hub for organizing and streamlining the planning, creation, governance, and distribution of high-quality brand experiences at a large scale. By using ioMoVo's platform, organizations can improve their efficiency and effectiveness in delivering exceptional brand experiences.

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