

# Unleash your Marketing & Communications



Expectations on Marketing and Communications teams have never been higher. Teams are under pressure to deliver accurate and effective communications to market, at speed, over an ever-increasing array of technologies and channels.

Simple transforms your marketing and communications ecosystem giving you visibility, governance and increased effectiveness. Eliminate complexity, save time and costs, and get the insights to unleash your team.

## Visibility and Performance

Get visibility and insight across all your activity so you can increase results without increasing the workload. Simple's advanced activity, cost and performance analytics enable leaders to optimise resource allocation, deliver productivity savings and achieve their objectives.

## Collaboration

Simple has a full collaboration suite to make teamwork a breeze, even when working remotely. With centralised planning, calendars and dashboards, everything is visible and under control. Plus, Simple is fully integrated with Microsoft Teams so your team can work seamlessly in one application.

## Powered by Microsoft

Simple is reinventing the way Marketing and Communications teams get things done, empowering them to achieve more. Built on Microsoft, Simple gives you an advanced, secure and integrated ecosystem, for marketing and communications.

### One ecosystem, via Teams

Integrate with Microsoft Teams, Adobe, SAP and hundreds of apps in the Microsoft ecosystem with ease.

### Secure and reliable

Simple combines ISO certification with Microsoft's reliability and accessibility, including Single Sign-On.

### Artificial Intelligence

Simple leverages Microsoft's plain language analytics queries to pull team insights and activity data.

## Productivity

Maximise your budget with cost savings and operational efficiencies. Simple has supplier and agency analysis, internal agency management, process bottleneck reduction and asset reuse capabilities, ensuring that your creatives are delivered at pace.

## Compliance and Workflow

Simple gives you confidence that all your messaging is consistent, compliant and stakeholder approved. With highly configurable workflows, you can ensure everyone is on the same page, accelerating speed to market.



# Complex, meet simple.

Cut production costs by **12%**

Boost productivity by **15%**

Reduce agency spend by **30%**

## Performance Unlocked

### Centralised Calendar

Get a single view of plans, budgets, activity and outcomes, to maximise ROI

### Bespoke Dashboards

Visibility of team and financial data, by brand, product, division and channel, to optimise your marketing mix

### Intelligent Brief

Capture the information you need to get the job done right, first time, and use AI-based insights for efficiency

## Collaboration and Agility

### Asset Management

Flexible document mark-up functionality consolidates brand and governance amendments for teams

### Kanban Board

In-platform kanban boards support agile teams and make monitoring a breeze

### Easy Resource Management

Prioritise requests, allocate work and utilise team resources to increase speed

## Compliance and Workflow

### Workflow Builder

A beautifully simple way to link all the steps and people you need in streamlined workflows

### Customised Approvals

Design approval processes with tiers, roles and conditional logic to get campaigns in-market faster

### Compliance with Confidence

Ensure you always have the right approvals and audit trails to satisfy governance requirements

## Asset Library and Internal Studio

### Find, Share and Re-Use

The Centralised Asset Library stores approved assets for easy use, edit and re-use across teams

### Tag and Categorise Assets

Easily track IP expiry and keep all your marketing materials up-to-date without agency expense

### Internal Studio

Support internal creative studios with library, workflow and approval capability, or integrate with solutions

"The Simple platform allowed our team to continue working collaboratively on jobs and projects whilst working remotely. Simple has been key in ensuring business continuity during these challenging times."

- Jade  
Children's Hospital Charity