

Digizuite expands deeper into life sciences industry with new client Karo Pharma

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This spring, Karo Pharma – the international provider of healthcare products and services – becomes the newest life sciences customer of Digizuite, the newly public digital asset management (DAM) solutions company. Digizuite was just listed on NASDAQ First North on Friday, May 7, 2021, and was oversubscribed by 276%. Adding Karo Pharma – the Swedish company that supplies 100 well-known healthcare brands to more than 60 countries – to the Digizuite customer base is particularly exciting for the international Digizuite team, who has this year adopted a heightened focus on the life sciences and pharmaceutical markets.

Karo Pharma entered into a SaaS agreement with Digizuite, so its users will consume the DAM solution on a subscription basis. Karo Pharma is in good company with this agreement; several other Digizuite customers are also highly recognized members of the global life sciences industry – including Lonza Group and the British Medical Association.

For detailed insights on why life sciences companies should leverage digital asset management technology, Digizuite will present an international ‘DAM for Life Sciences’ webinar on Thursday, June 3, 2021 at 3:30 PM CET/9:30 AM EDT. During this webinar, Andrew Warrington, Microsoft’s EMEA Healthcare Industry Manager, will join Digizuite presenters with his in-depth knowledge of this industry’s content marketing challenges and will shed light on relevant solutions.

“We have experienced an increased demand within the life sciences industry, for our solution’s ability to handle visual marketing content,” Digizuite CEO Kim Wolters said.

“It is an industry in which there is a strong focus on control, security, and tracking. This also applies to the digital material, which must be easily accessible but also managed so that content will only be used when it is fully approved. We have a number of customers within this industry, so it was an obvious strategy to increase our focus on the life sciences market.”

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About Digizuite A/S

Digizuite

Digizuite is a SaaS company in Digital Asset Management software (DAM) that brings together all digital content in one central platform.

Through automated workflows and agile integrations, Digizuite removes manual workflows and streamlines the entire content value chain.

Customers choose Digizuite to have control over who, where and how corporate materials are used. It ensures fire control, risk reduction and helps to increase efficiency and revenue.

Digizuite is a global growth company and has realized 600% growth in ARR between 2017 and 2020. Today, the company has more than 50 employees between its headquarters in Denmark and its subsidiaries in the United States, United Kingdom, Belgium, and Ukraine.

Karo Pharma

Karo Pharma is a pharmaceutical company that specializes in the sale and marketing of prescription drugs and over-the-counter products sold in pharmacies and retailers. Karo Pharma's products are available in more than 60 countries, with Europe and the Nordic region as core markets.

Karo Pharma is headquartered in Stockholm, Sweden and is listed on the Nasdaq Stockholm Mid Cap.

Attachments

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