

Digizuite launches brand portals for multi-brand enterprise organizations

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Digizuite, the global provider of enterprise Digital Asset Management (DAM) SaaS software, announces the launch of [Digizuite Brand Portals](#) – a feature of the platform that allows enterprises to create multi-brand experiences from one source of truth. This exciting new function lets users create visually distinct views of digital assets for different groups of users.

“Digizuite enables content management at scale,” Digizuite CEO Kim Wolters says. “It incorporates all digital assets in an enterprise and enables teams to organize, search, manage, and distribute assets to different channels. A brand portal is a subset of what digital asset management can achieve. It is a way to centralize and share all elements concerning a particular brand or target group.”

“Brand portals are something that our customers have been asking for,” Digizuite CPO Per Bendsen adds. “From one sleek interface, enterprise marketers can manage their own brand/ product lines with the right assets. Best of all, it’s possible to create as many brand/ product portals as needed.”

There are multiple different use cases for Digizuite brand portals, too.

“Brand portals aren’t just for brand or products,” Per Bendsen says. “Digital assets are used throughout an enterprise organization. Brand portals make it easy for distributors, partners, internal employees, etc. to find the relevant assets they need... It’s a real game-changer.”

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About Digizuite A/S

Digizuite is a SaaS company in [Digital Asset Management software \(DAM\)](#) that streamlines 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 brand control, risk reduction and helps to increase efficiency and revenue.

Digizuite is a global company that has realized 600% growth in ARR between 2017 and 2020. Today, the company has more than 70 employees between its headquarters in Denmark and its subsidiaries in the United States, United Kingdom, Belgium, and Ukraine.

Attachments

- [Download announcement as PDF.pdf](#)