

Digizuite's global growth extends to another continent with new Australia-based customer

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Digizuite, the global provider of enterprise Digital Asset Management (DAM) SaaS software, has officially secured its first ever customer in Australia. Based in Sydney, this new Digizuite client is a research and development organization that works to modernize and optimize Australia's horticulture industry through strategic investments.

This company selected Digizuite's software as a key solution for driving brand consistency and compliance, as well as for increasing the value of marketing content across the organization. The Digizuite DAM will facilitate the corporation's marketing department in its goals to create more high quality material and to then make it easily available to and accessible for all employees and stakeholders.

To execute effective content distribution, the Australia-based organization will leverage multiple Digizuite connectors for seamless integration with Optimizely, the social media platform HootSuite, Microsoft Office, and Adobe Creative Cloud.

While Digizuite's growth initiatives remain firmly rooted in Europe and North America, the leadership team is looking forward to nurturing Digizuite's presence on a new continent.

"While our expansion strategy is still focused on growing our customer bases in Europe and North America, we are thrilled to have brought on our first customer in the Asia-Pacific region," Digizuite CEO Kim Wolters said. "The first customer in a new market is always the most difficult to secure, so this development will open up so many new opportunities for the company. We expect to ultimately have a large network of happy APAC customers."

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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](#)