

HIVO

DIGITAL ASSET MANAGEMENT

| Feature Guide

What is HIVO?

HIVO is a platform built by marketing and communications professionals to manage your brand's digital assets, approve creative, manage marketing projects and increase content marketing output.

HIVO isn't just a system for managing files - it's a platform built to ensure that your content, campaigns and brand create maximum impact with consistency and at scale.

The team at HIVO have a vision for our technology to help the world's most innovative and fastest growing brands at every step of the marketing and corporate communications process.

We aim to help brands grow in and navigate a rapidly transforming digital landscape dominated by continual advancement in digital, social and mobile technologies.



Who uses HIVO?

Our customers are behind everything we do. From our product enhancements, ongoing support and training programmes, and our plans for the future. The team at HIVO succeed when our customers succeed - it's as simple as that!

We have thousands of happy users across a broad range of job functions including:

- Communications Departments
- Marketing Departments
- Production Agencies
- Design Agencies
- Media Professionals
- Digital Agencies
- Design Agencies
- Corporate Executives
- Freelancers
- Influencers

Technologies & Partners

Our technology stack is cutting edge and we utilise a variety of different products and solutions across multiple providers to deliver an exceptional user experience in a secure cloud environment. Our partners include:



Our Clients

We've cultivated long-term relationships with leading brands and companies:



HIVO Modules

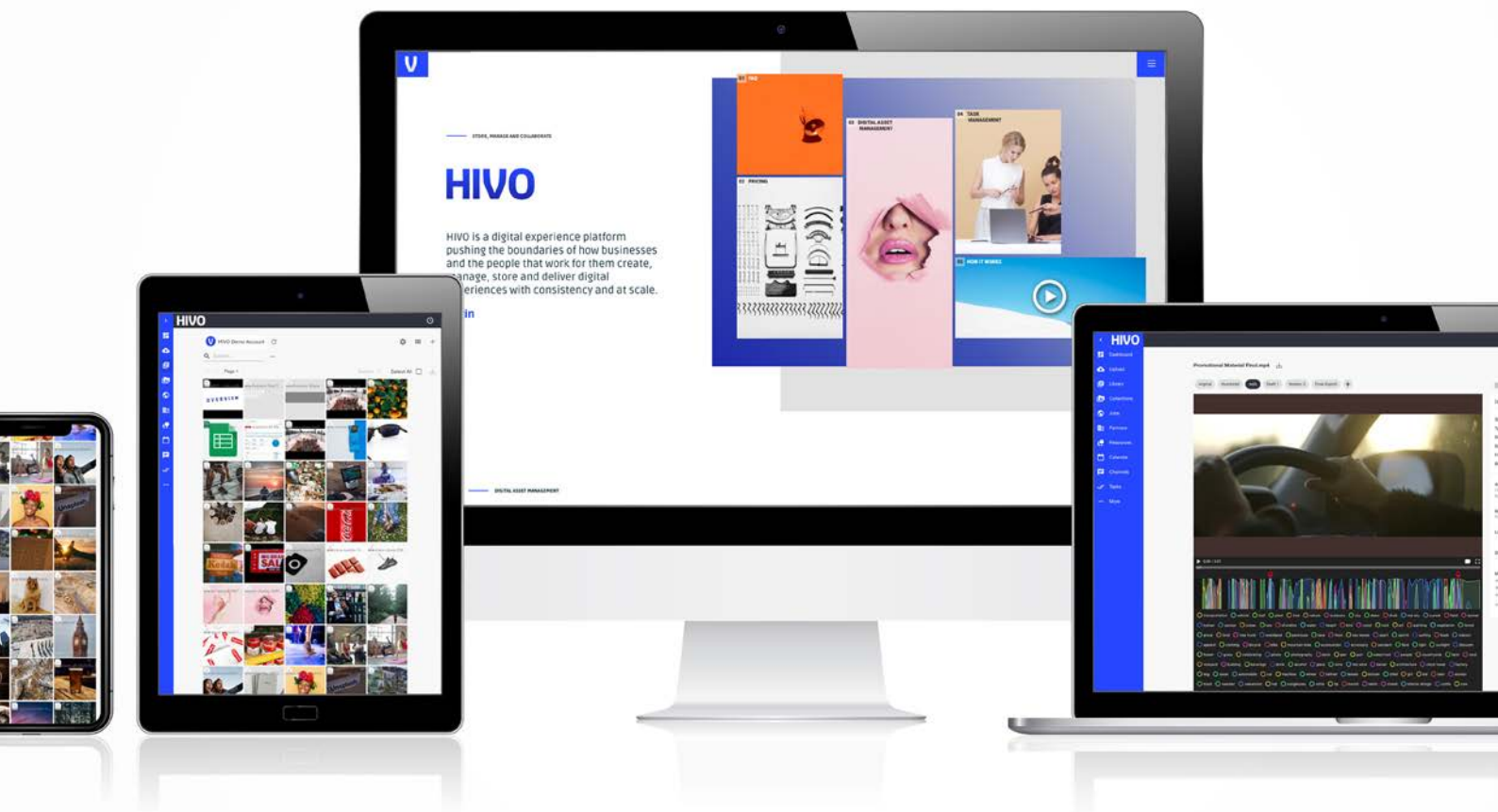
HIVO helps brands create, store and deliver brilliant creative for its customers, employees and stakeholders by improving collaboration, workflow efficiencies, and ultimately reducing a company's cost base. The features of HIVO is broken down into 4 key modules:

Digital Asset Management: streamline and automate how you store, manage and share digital assets.

Task Management: increase team agility, efficiency and collaboration with a quicker time to market.

Brand Guidelines: increase the value of your brand equity with scaling consistency.

Create Assets: creating professional on-brand content now takes minutes instead of hours.



Digital Asset Management (DAM)

The engine room of your branded content.

HIVO is an intelligent DAM platform developed in Australia for marketers and digital teams to store, organise, adapt and distribute rich media and experiences across the entire customer journey. HIVO was built for optimal storage and retrieval of assets with key features designed to provide clarity and drive productivity.



Media Storage

Use the media library feature to upload, download, view and manage media such as photos, videos, transcripts, PDF's, spreadsheets and design files. All media is stored in the cloud on AWS S3 servers.



Search Engine

Search and filter for digital assets by task, keyword, file type, user, date range, colour codes and more. Customise HIVO's lightning fast search results to display search results in grid or list formats.



Facial Recognition

Facial recognition technology can identify and recognise faces in images uploaded into HIVO. Find and tag images of the CEO, upload a release form, or quickly identify the same face in your Library.



Online Review

Share links with no login requirements for external reviews by other departments (eg. legal compliance) within your organisation. Time-stamped video review and one-click commenting on photos from users with and without a login.



Metadata Management

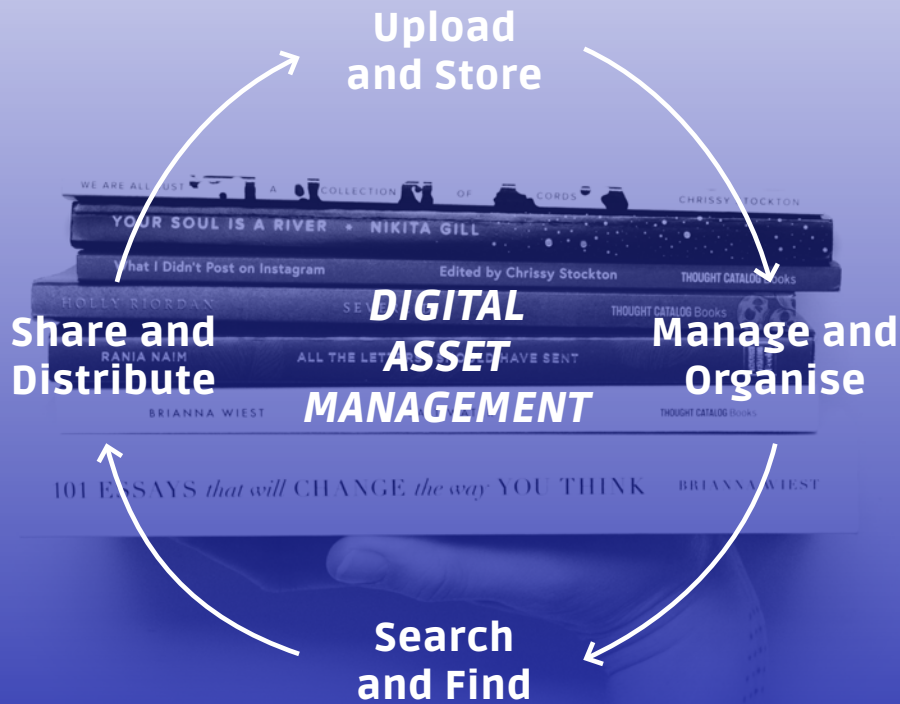
Automated and mass metadata tagging of digital assets based on machine-learning and artificial intelligence. Rapidly tag and update individual assets or a selection of files in just a few clicks with metadata management built for speed and simplicity.



Automated File Versioning

Automated file versioning features for easy new version creation of thumbnails, web-resolution assets. Easily upload and download customised versions and leave a trail from first drafts to the final draft.

*HIVO workflow



Attach Talent and Copyright Licenses

Ensure your brand is legally compliant across thousands of assets, agencies, freelancers, talent and influencer agreements. Keep copyright and licensing agreements attached to your assets within HIVO.



Granular Permissions

Apply customised permission structures tailored to your organisational structure so only people with access can view, edit and download the correct content. Permissions can be set by individual and at a group or department level.



Shareable Collections

Share entire collection of assets both with external and internal users. View, favourite and access collections that you have received, shared or published online, as well as your own private collections.



File Optimisation

All supported file types uploaded to HIVO are automatically optimised and converted to previews, accessible and ready to use at any time on any platform, ensuring you maximise your digital media asset expenditure.



Folder View

Optionally display folders with multiple levels and hierarchy. Upon on-boarding onto the HIVO platform, our support team will work with you to keep the same filing structure and asset taxonomy you currently have, or help your company implement a new one.



Multiple Formats and Sizes

Ability to export and download assets in various formats and file sizes without affecting original assets. Optionally save exported assets as a new version and let HIVO automatically convert large file sizes into smaller versions.

“It’s great to finally have a platform where I can easily access ALL our creative content in one place.”

*Rhys Hyatt - Marketing & Communications Manager
University of Western Australia*



Asset Notifications

Receive in-app notifications when new media is ready for download, a comment is published, a change is requested and a whole lot more. Optionally also receive notifications by email.



Access Anywhere

Your media library is available in the cloud on any device, accessible anywhere in the world where you have an internet connection. HIVO is your control panel for easy access to assets and the world of digital media production and publishing.



Highly Secure

HIVO is monitored by a world class 24/7 managed cyber security service that is ISO 27001 compliant. HIVO can provide your digital, IT and legal teams with peace of mind, live alerts and response playbooks that combat real and potential cyber threats within your digital ecosystem.



Archiving Assets

Keep your digital asset bank up-to-date by archiving files and media automatically via a set expiry date. Manage digital assets restrictions to only the latest or most relevant assets, with the option to recover previous versions only if you need them.



Standardise Uploads and Asset Taxonomies

Maintain the correct naming conventions, tagging and taxonomy across all your digital assets with HIVO’s uploading tool. Standardise correct data management across all employers, suppliers and stakeholders sharing your brand’s digital assets.

Approval Workflow Software

HIVO is an approval workflow software which helps creative teams reduce confusion and gain efficiency during content creation and digital asset review. Gain clarity with standardised, automated and repeatable processes from ideation and briefing to final approval.



Create Approval Workflows

Seamlessly and intuitively create hierarchical approvals to send draft and completed versions of work to brand, legal, marketing, digital and compliance teams for sign off before creative is published, sent to the printer, or goes live across multiple channels.



Recurring Approval Workflows

Easily build, define or template simple and repeatable workflows. Provide users with hierarchical checklists to complete work efficiently and according to processes set by management.



Custom Workflow Statuses

Customise your workflow to suit the way your team works. Add custom task statuses, such as 'draft', 'ongoing', 'complete' or 'on-hold' to keep everyone in the loop and let you take control over company wide systems and processes.



User Commenting and Notifications

Easily communicate with your staff, partners and suppliers to ensure prompt actioning of specific tasks or a series of tasks in a project. Optional email notifications can be turned on/off when comments or changes are made.



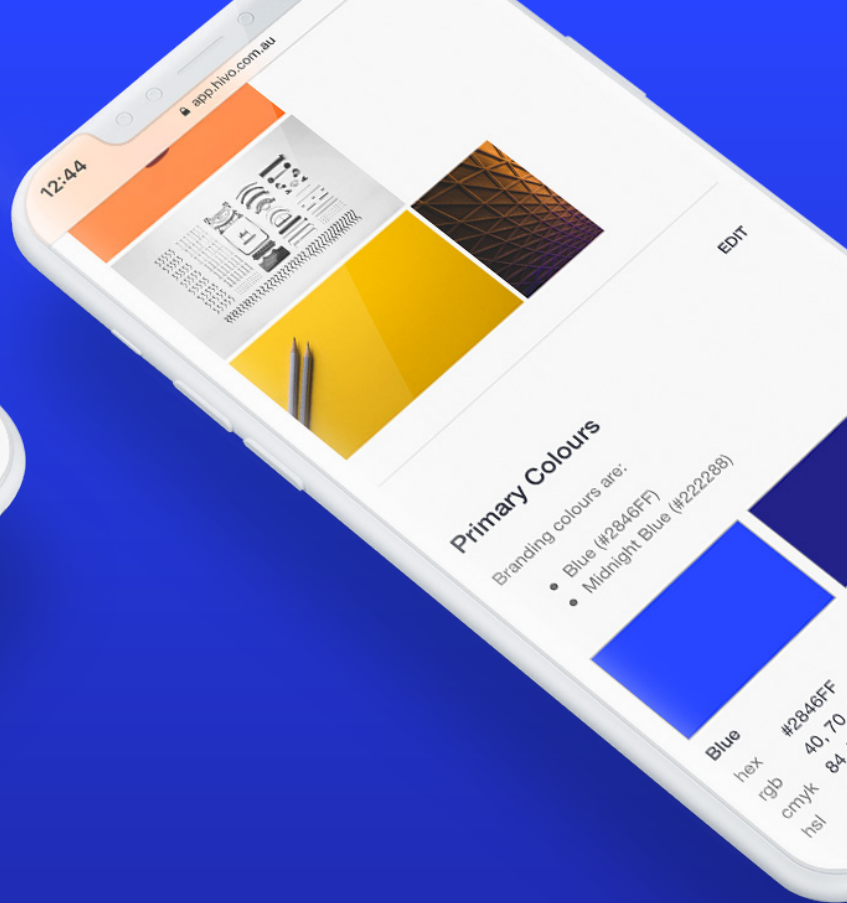
Task and Workflow Notifications

Receive email and in-app notifications across key moments in your workflow, including when a new task is created or deleted, a change is made, someone adds you to a task, a checklist item is completed by another team member or a due date is approaching.



Track History on Assets

HIVO gives business managers peace of mind by recording all actions taken on assets during the content production lifecycle, including: download, upload, review, sharing and commenting actions taken by individual users and on what date and time.



Securely Share Assets

Giving different stakeholders set roles and access rights ensures that you get the feedback you need whilst maintaining the security of your work. HIVO seamlessly generates secure url links to send to users for approval or review who don't have an account.



Access Your Approval Workflow Anywhere

Clients and external stakeholders all around the world can login to HIVO at any time to approve or provide comments on work. Review and approvals can be made on mobile or desktop; anywhere with an internet connection.

“HIVO is a practical and user-friendly platform that makes business in and out of the office super easy.”

*Becky Hughes - Director
Interface Advisory*

Brand Guidelines

A flexible and robust online brand portal to manage brand guidelines, copyright compliance, design assets, videos and fonts. Leading brand managers interested in scaling fast and creating brand equity love working with HIVO to maintain control of their brand as your company grows.

A flexible and robust online brand platform to manage brand guidelines, legal, production and talent compliance. HIVO helps leading brands scale branding initiatives fast and create brand equity.



Create Brand Guidelines

Say good-bye to cumbersome PDF brand guidelines that are typically difficult and slow to create, update and share. Create beautiful digital brand guidelines in just a few clicks and actually 'inspire' designers, brand partners and marketing teams to create impactful work.



Share Brand Guidelines

Brand guidelines created within HIVO can be accessed by users of your HIVO account and optionally shared via a secure url link. This means no more email attachments and no more sending the wrong versions.



Multiple Brand Guidelines

Have more than one brand? No worries! With HIVO's Branding feature you can house multiple brand guidelines and share each with only the people who work on each brand. Never get requests to provide logos, images, videos or design assets again!



Apply Your Brand from Anywhere

Creating and storing your brand guidelines in HIVO means they live in the cloud. This provides end users with seamless navigation and rapid access to the precise instructions they need to instantly download brand assets (such as colour codes, logos and images) on the spot.



Integrate Branding into Production Workflows

Using HIVO's Brand Guidelines in conjunction with HIVO Tasks means you can enforce compliance and accountability. Leading a more seamless workflow to enable better quality brand outcomes and consistent branded applications.



Legal Compliance

Monitoring creative licenses of branded content is a significant challenge across every piece of content and all marketing initiatives. HIVO makes providing access and review to legal teams, or the CMO, seamless and easy to update so that all branded communications comply with company policies, legal and regulatory frameworks.

Template Design

Create on-brand photos, videos, designs, artwork, documents, presentations all from one easy to use platform. Using the HIVO Template Design features it has never been easier for managers to set brand controls and design templates that can be saved and reused by non designers right across an organisation at the click of a button.



Create and Distribute On-brand Content

Creating on-brand content in HIVO takes minutes instead of hours. HIVO's template design features will help your team design and create content quickly and easily while sticking to your design principles and brand guidelines.



Create Stunning Graphic Designs

Easily search for the best graphics, photos, artwork, logos and fonts, then use HIVO's drag and drop tool to create a unique design within minutes. Optionally restrict features to only allow use of on brand assets as governed by your brand guidelines.



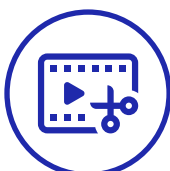
Free Up Your Designers

HIVO's template design feature helps reduce a business' reliance on skilled designers meaning they can focus on ideation, design leadership, critical thinking and complex creative work, instead of repetitive and simple design tasks that can now be completed by marketers as required.



Photo Editing

Creating social media posts and banners has never been easier. Every photo in your HIVO library can be cropped, scaled and edited to perfectly match all channel requirements with just a few clicks. Easily add text to images, straighten frames and adjust colours to get the most out of your content.



Video Editing

With HIVO's video editing tool you can reduce your reliance on costly and time-consuming professional video editors and production agencies. Simple video edits, changes and channel optimisations can be completed by users with on video editing experience within minutes.



Watermark Images

Watermark images with your company logo or similar to protect against incorrect usage and to show copyright where appropriate. Saved watermarked images as new version while keeping the original version unedited.

Resource Management Software

HIVO's resource management software gets teams, projects, departments, schedules and budgets all working together to help drive brands forward profitably and at scale. HIVO's keeps track of timelines, deadlines, resource availability and costs all in one transparent and auditable platform with detailed reporting to measure hours, users, income, expenses and profitability.



Project Management

Plan and assign work to members of your design and production teams in just a few clicks. Produce task and project templates and build programs or portfolios to forecast incoming jobs, projects, income, expenses and profitability.



Time Tracking and Staff Utilisation

Track hours of work and measure the capacity of each individual on your team. Report on business wide billable hours and team utilisation and follow-up with under performers to ensure you always maximise profitability on every job.



Demand Management

Brand managers and administrators can easily keep track of queues and access requests to files from company staff and suppliers. Produce custom forms and logic for demand management and approval.



Resource Management

AI-enabled team, project and department scheduling make budgeting, allocating and managing human resources a breeze. Resource estimating and planning across both staff and contractors has never been easier.



Invoicing and Quoting

Provide quotes to clients based on job specifications and/or resource time, complete with Xero integration. Provide clients or suppliers with an invoice notification upon job completion. Source quotes from preferred suppliers based on job specifications.



Supplier Portal

Add your suppliers to HIVO, or access pre-vetted HIVO suppliers. Suppliers can login and view task information, accept and decline offers, upload/download assets and view live changes to briefs as you make them.

“The usability is second to none and the HIVO team are always updating the system to make it even better.”



*Andrew Holder
Owner of Revo Fitness*



Supplier Scheduling

Ever wish you had an ‘uber-like’ algorithm to offer tasks and schedule suppliers based on their rating, equipment, skills, availability, fees and/or on a preferred basis? Well now you can with HIVO’s supplier scheduling features.



Reporting

Easily produce reporting across projects, tasks, profitability, hours, users and timesheets. See what resources are working on and view all actions taken on digital assets, including: download, upload, review, sharing and commenting actions taken by individual users and on what date and time.





Ready to transform your business?



Questions? Call us!

Not sure if HIVO is right for you?
Our expert team is here to help.
We'd love to hear from you!

1300 93 6564



Book a demo

Need to see HIVO in action?
Let us show you how HIVO can get
your life and business back on track.

info@hivo.com.au