

Brand Hub

E-procurement solution for company networks,
institutions and franchising activities

Powered by



The background features a complex, abstract geometric pattern. It consists of various shapes including squares, circles, and triangles, some of which are cut or filled with different shades of blue (light blue, medium blue, dark blue, and navy blue) and white. These shapes are arranged in a way that creates a sense of depth and movement, with some elements appearing to overlap others. The overall effect is a modern, minimalist aesthetic.

What is?

The BrandHub platform is designed specifically for business with multiple locations, point of sale and partners who require customised materials held by a central team.

In today's complex market environment, businesses must compete directly over new and traditional media channels. For businesses with distributed office locations and teams, a media e-procurement solution is now available.

BrandHub has been specifically developed to manage all activities and multimedia collateral from a central single source repository to all teams and office locations quickly and effectively.



Aims

4 Flying has developed this solution with some general objectives and others specifically addressed to the branch offices and the Central office.

General goals

- Facilitate communication between Head Office and the various locations
- Facilitate the promotion of products on different media including web, paper & apps
- Reduce communication costs and timescales

Goals for branches

- Open a direct channel of communication and approval with the Central Office
- Easily create collateral on a predefined basis from the Central Office
- Easily produce collateral by using template modules

Goals for Central Office

- Increase efficiency of communication through the adoption of innovative and multimedia tools
- Manage activities through a system of supervision, verification and approval
- Allow access to the best conditions for quality printing

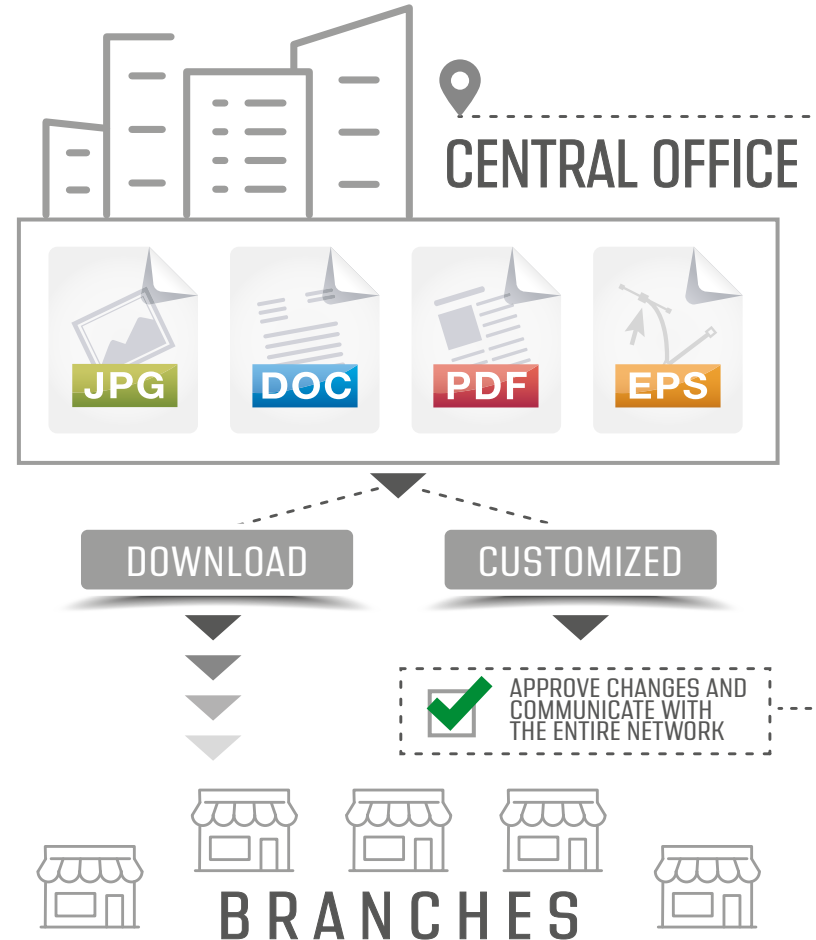
The background is a solid dark blue. It features several abstract geometric shapes in various shades of blue (light, medium, and dark) and white. These shapes include semi-circles, quarter-circles, and triangles, arranged in a pattern that suggests a stylized, interconnected network or a modern architectural design. The shapes are positioned around the central text, with some overlapping the edges of the frame.

How does
it work?

The application is reserved access requiring Central Office authorisation.

Inside the web portal you can:

- Create master communication templates (brochures, flyers, posters & more)
- Define and customise communication content
- Design profile management for each team and office



Central Office

It makes the communication material available:

- flyers
- pictures
- letterhead
- cards
- application forms
- html pages for newsletters or sites

It can also communicate with the entire network through news and announcements.



Central Office / Branch

It can choose the material made available by Central Office and personalize it with its own personal data.

No need for other tools as everything can be create within BrandHub.

It can order the printing at the best prices.

Available functions to send newsletters to subscribers.



Advantages



Corporate Guideline Adherence

Central Office can ensure that the material used in all communication adheres to the defined corporate guidelines.



Centralisation

Each team, division, branch or user has permission controlled access to Central Office approved material reducing the need to request the current version each time an activity needs to be completed.



Ease of use

BrandHub has been designed to be simple to use for business users, it does not require any particular graphic or technical IT skills.



Cloud

You can access BrandHub whenever you want and from any location, as long as you have an Internet connection.



Cost savings

The portal enables the rationalisation of printing requests of the various media, saving time and costs.



Time saving

Flyers, brochures and other communication materials are produced automatically.



Customized output

You can create and configure a wide range of customised formats and layouts, with define editable templates.



Multichannel strategy

The documents produced are ready to be shared via print, web and mobile.

What's eTEAM

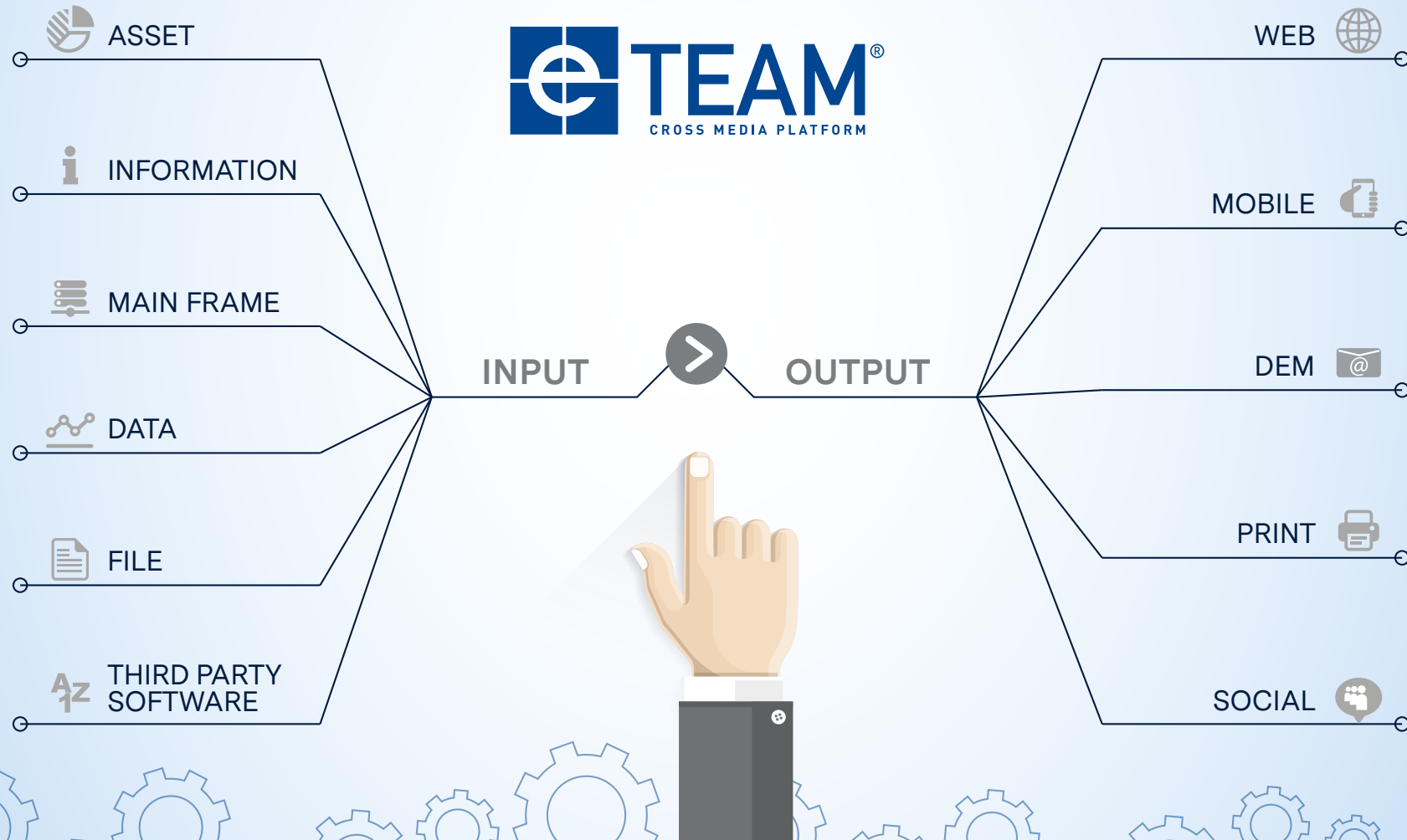
The Content To Media Platform

eTEAM helps companies in every sector to manage the media assets and product data and integrate them into your own multi-channel communication.

On this software 4 Flying has developed several solutions, adapting them to the specific needs of customers.

 COMPANY

 MEDIA





4 Flying

4 Flying is a reference point for international multi-channel communication, a team of professionals dedicated to analysis and computer design, research and development of innovative solutions, customer care, marketing, specific consultancy and services up to graphics to support input and output.



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