**FISION: Digital Asset Management & Sales Enablement**

FISION is the leading provider of agile marketing software that simplifies collaboration across global organizations. They specialize in managing enterprise brand and marketing content, enabling marketing and sales to work better together by quickly and easily creating, distributing, and measuring the performance of compelling, localized, on-brand communications.

* U.S. patent that protects the proprietary systems and methods-of-use surrounding its digital asset management technology
* 65,000 users in 21 countries
* Clients include: SAP, InterContinental Hotels Group, Vitality, and Lazydays RV
* Recently acquired Volerro Corporation adding major enterprise clients that include a top 5 U.S. Bank and Shopko Stores and positioning them to offer a full suite of DAM, Sales Enablement, and Collaboration tools to their clients
* FISION is a Marketo LaunchPoint Partner

FISION helps people win by simplifying sales enablement through seamless brand distribution via SaaS products. For strategic-minded marketing and sales leaders, FISION is the most effective sales enablement and marketing asset management tool that maximizes the brand potential of every sales transaction.

For example, if a sales rep in China wants to use an email template created by a team in North America, the FISION platform allows them to easily localize that content for their own market, all while maintaining brand and legal compliance.

Before using FISION, most sales reps spend 31% of their time selling and 34% of their time looking for the right materials. FISION helps reps simplify the sales process and spend up to 65% of their time selling resulting in more business.

75% of marketing assets created go unused. With FISION, enterprises can eliminate obsolete and costly unused content. Sales reps have direct access to the assets and templates they need to engage their audience via email, print, social media or web in a matter of clicks.

FISION’s multi-tenant, multi-tiered environment enables a company to specifically configure unique experiences for all channel partners. Whether supporting globally distributed sales teams, resellers, distributers, franchises, etc., they can be set up with unique business rules in one ecosystem.