



External Content Provider
(ECP) Support



RedPoint Seamlessly Integrates Your External Content Providers

In today's multi-channel world, delivering the right message at the right time means being able to access all your content easily and quickly. With the RedPoint Convergent Marketing Platform™, it's easy to integrate external content providers right alongside analytics, rules, data, social, email, reporting, and other marketing program elements. RedPoint makes your content easier to find, easier to mix and match, and *more valuable*. Wherever it's stored, you can make the most of it – without management complexity.

RedPoint provides out-of-the-box integrations for a wide spectrum of external content providers. These include most leading Digital Asset Management and Content Management Systems as well as digital asset tools within larger platforms.

Plus, thanks to RedPoint's modern, API-based architecture, RedPoint can easily build new connections when you need them.

Your content comes together seamlessly, in one file tree, identified by source. Users can work with it as if it's all local: placing it in emails, landing pages, website content targets, or social media. The actual source assets stay where they are; pointers to their locations are automatically embedded in your content.

It's the best of both worlds. Users work with digital assets through one easy tool while you retain all the publishing capabilities of your ECPs at execution time.

Broad “Out of the Box” Support for External Content Providers

The RedPoint Convergent Marketing Platform supports these and other key external content providers, with additional support easily available through RedPoint’s APIs:

- Amazon Web Services S3
- Concrete5
- Drupal
- FTP-based external content systems
- Google Drive
- Magento
- Microsoft OneDrive
- Microsoft SharePoint
- Rackspace Cloudfiles
- Razuna
- Salesforce Marketing Cloud Portfolio
- Umbraco
- WebDAV

Rich Feature Set for Working with External Content

RedPoint gives users and administrators a complete, easy-to-use toolset for working with external content and integrating it into any digital channel. With RedPoint you can:

- Seamlessly access digital assets from a wide array of outside sources
- Simultaneously expose multiple content providers and/or instances of one content provider
- Control which content providers users can access
- Create or delete folders at external content providers
- Upload multiple files to an external content provider within one compressed zip file
- Use an external content provider like FTP, Rackspace, Razuna, SharePoint, or WebDAV as a web publishing site
- Publish content hosted by an external content provider to social channels like Instagram and YouTube as well as to other execution channels

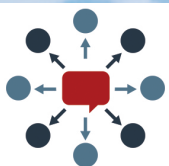
Greater Flexibility, Easier Management, Lower Costs



Centralize all your marketing content – including niche sources – through a single point of operational control.



Strengthen control over marketing operations



Integrate virtually any external service providers you choose, without introducing duplication or fragmentation.



Gain greater flexibility, now and in the future



Utilize lower-cost email (and other) services which don’t provide their own asset management capabilities; eliminate the additional overhead of self-hosting images.



Free yourself to choose whatever suppliers offer the most value



Make it easier to work with your content, so you can use it to engage customers in innovative new ways.



Drive greater engagement and value from your content



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