

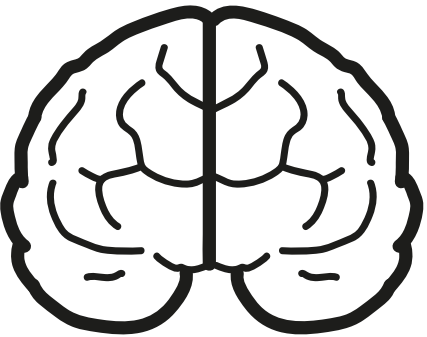



# SPIN&G BRAINY®

ARTIFICIAL INTELLIGENCE WITH AN ITALIAN HEART



**A next generation tool integrated with **artificial intelligence** in order to maximize editorial effectiveness, reduce costs related to the management of content and images, and make strategic decisions for your company.**

**SPIN&GO** +  + 

# THE SPIN&GO CMS



# MULTICHANNEL CMS

CMS – ECM was born in 1998 and quickly **became one of the main references in the digital publishing landscape.**

Thanks to our platform, it is possible to manage a company's digital assets, which feed the contact channels of their own clients and stakeholders.



Websites



App



E-commerce



E-learning



CRM



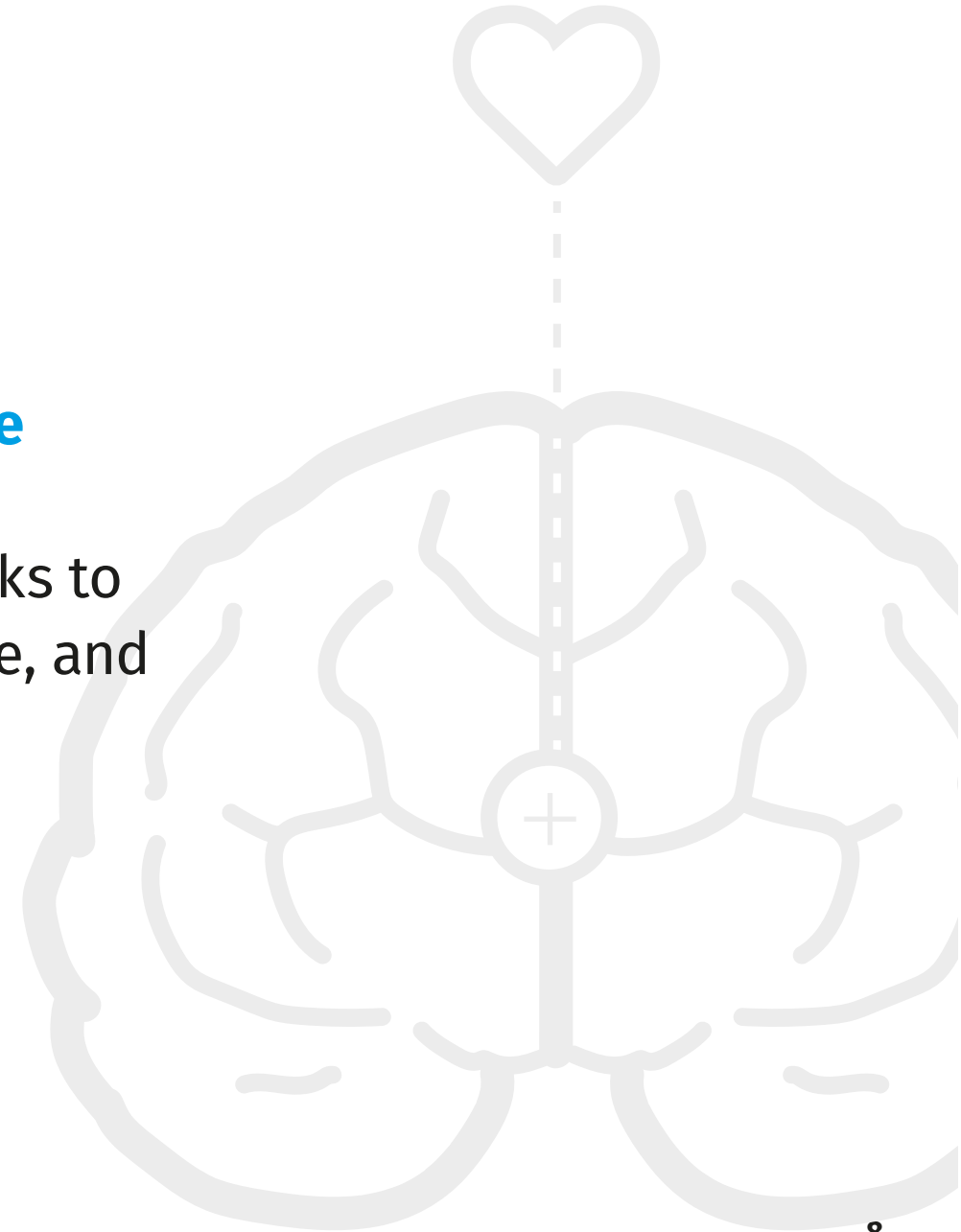
Social Network

**WHY  
BRAINY**



# FROM CMS TO DEP

Spin&Go has evolved to become a **Digital Experience Platform**. The data generates useful information to enhance the strategic choices of your business thanks to the reading of user behaviours, content performance, and making suggestions based on an AI engine.





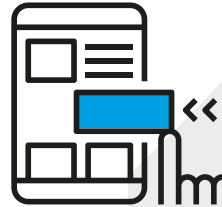
**THE ADVANTAGES**



# NEW FEATURES ADDED



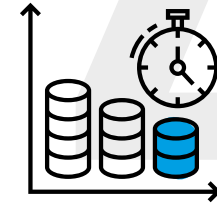
Modular and mobile first interface



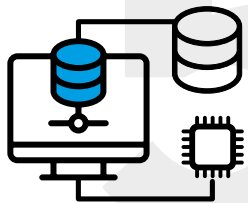
Dynamic contents based on the user's behaviour



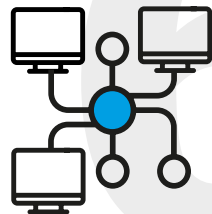
Data enhancement and developing predictive scenarios



Reducing work costs and delays



Integration with AI third party tools and Big Data platforms



Easily integrable in complex realities



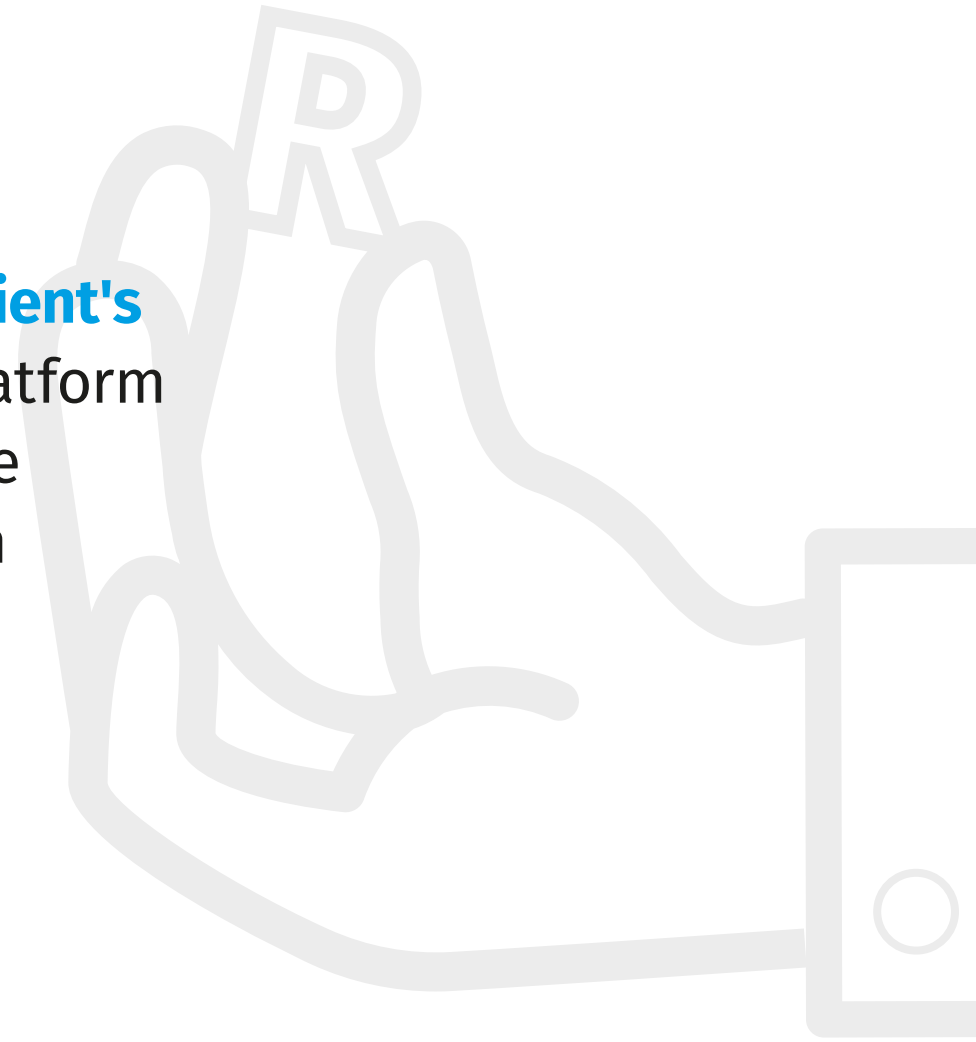
Security and integrity in data management

# **MODULAR AND MOBILE FIRST INTERFACE**

# **4**

# EDITORIAL CONTENT WITHIN HAND'S REACH

The platform is **developed taking into account the Client's specific editorial needs**. People who are using the platform will only see fields and functions indispensable to the preparation of the contents. They will be able to plan editorial schedules and act on the go, making smart working even more effective.



**DYNAMIC  
CONTENTS**



# THE USER FIRST

Personalize the user's customer journey to the maximum thanks to the clustering of users and their behaviours. **Data transforms the relationship between the website content and its users**, enhancing editorial creativity and the ability to generate interest.



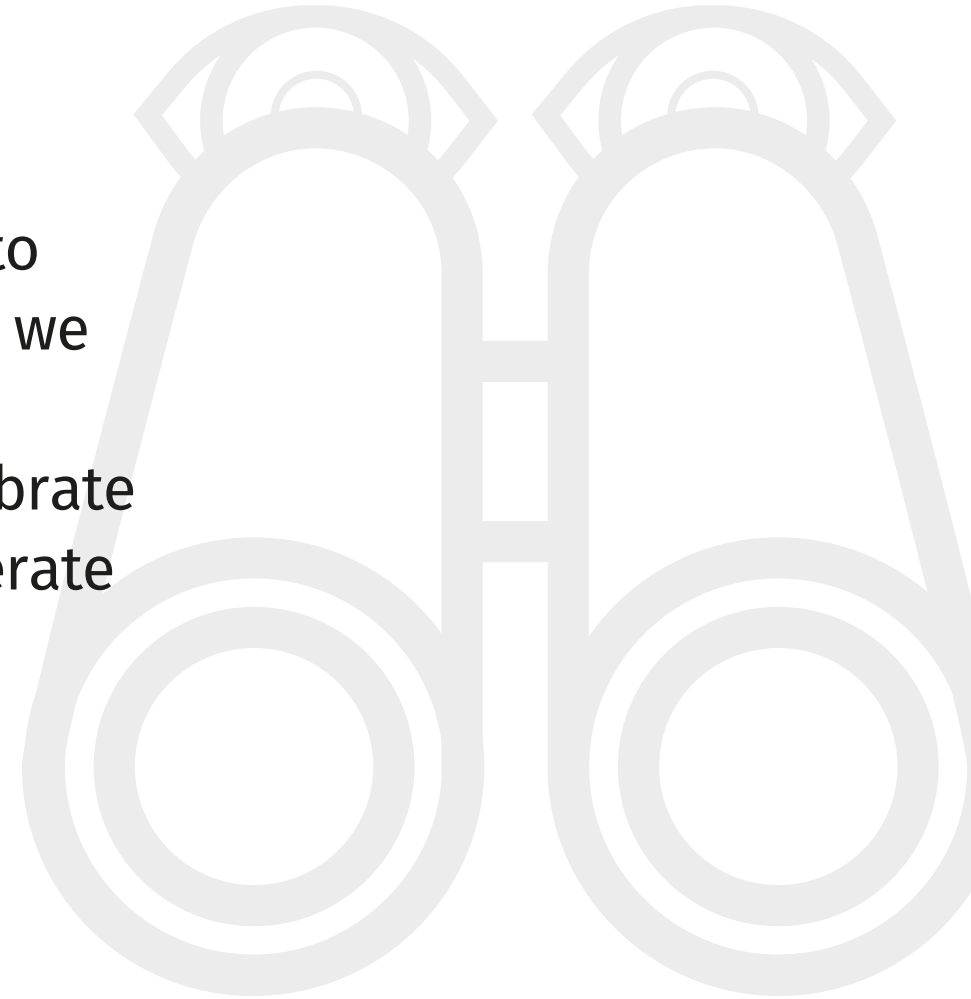
**DATA  
VALUATION**



# ACTIONS GENERATED BY DATA

The data collected by the platform is transformed into concrete actions and design scenarios through which we **define the future business vision**.

Thanks to a single interface, it will be possible to calibrate communication and editorial choices in order to generate positive actions from users.



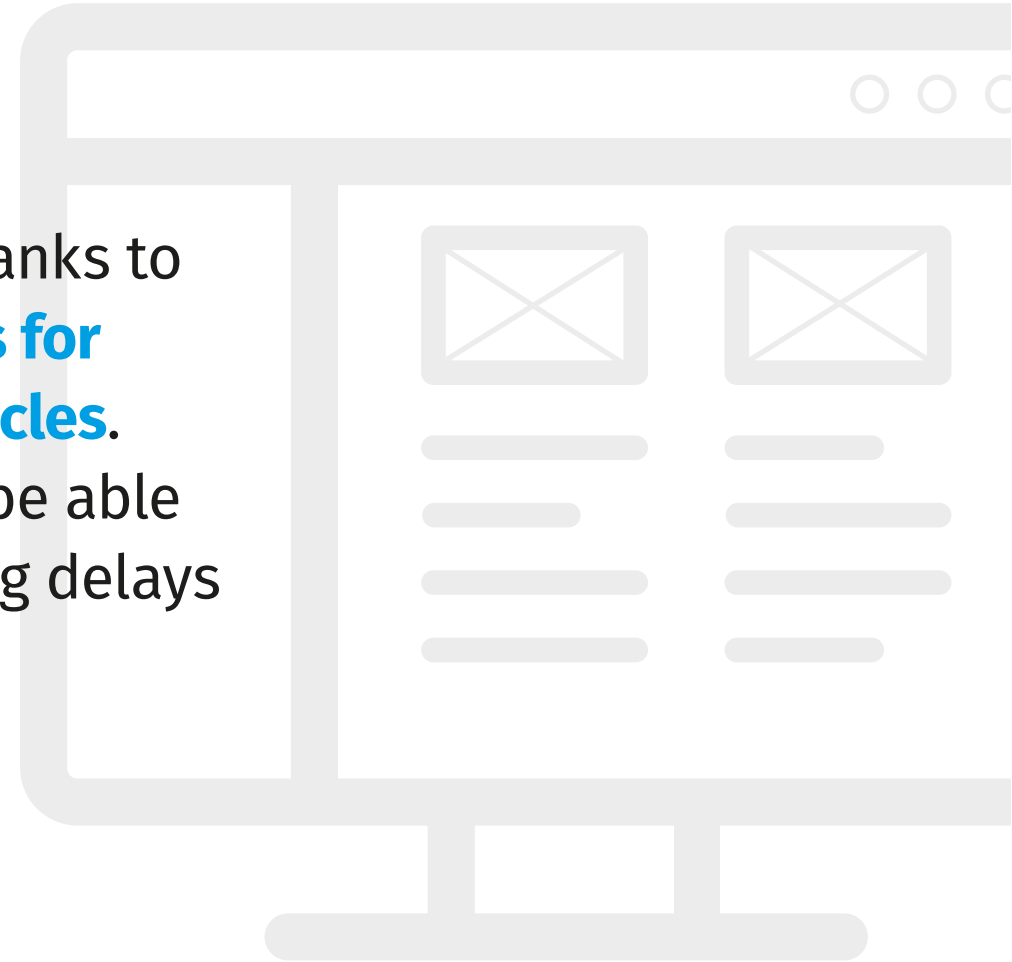


**REDUCING  
WORK COSTS  
AND DELAYS**

**7**

# SMART PUBLISHING

Publishing content becomes easier and smarter. Thanks to the union of AI and creativity, **Spin&Go Brainy helps for suggesting topics, titles and images for its own articles.** In addition, thanks to customized utilities, you will be able to define coded workflows divided by roles, reducing delays for content generation.



**INTEGRATION  
WITH AI TOOLS  
AND BIG DATA**



# DATA INTEGRATION

**A single point of access** and reading for data coming from a variety of internal and external sources to the organization. In this way, all the information concerning products, communications, marketing and bureaucraties can be managed.



**SAFETY  
AND INTEGRITY  
IN DATA  
MANAGEMENT**

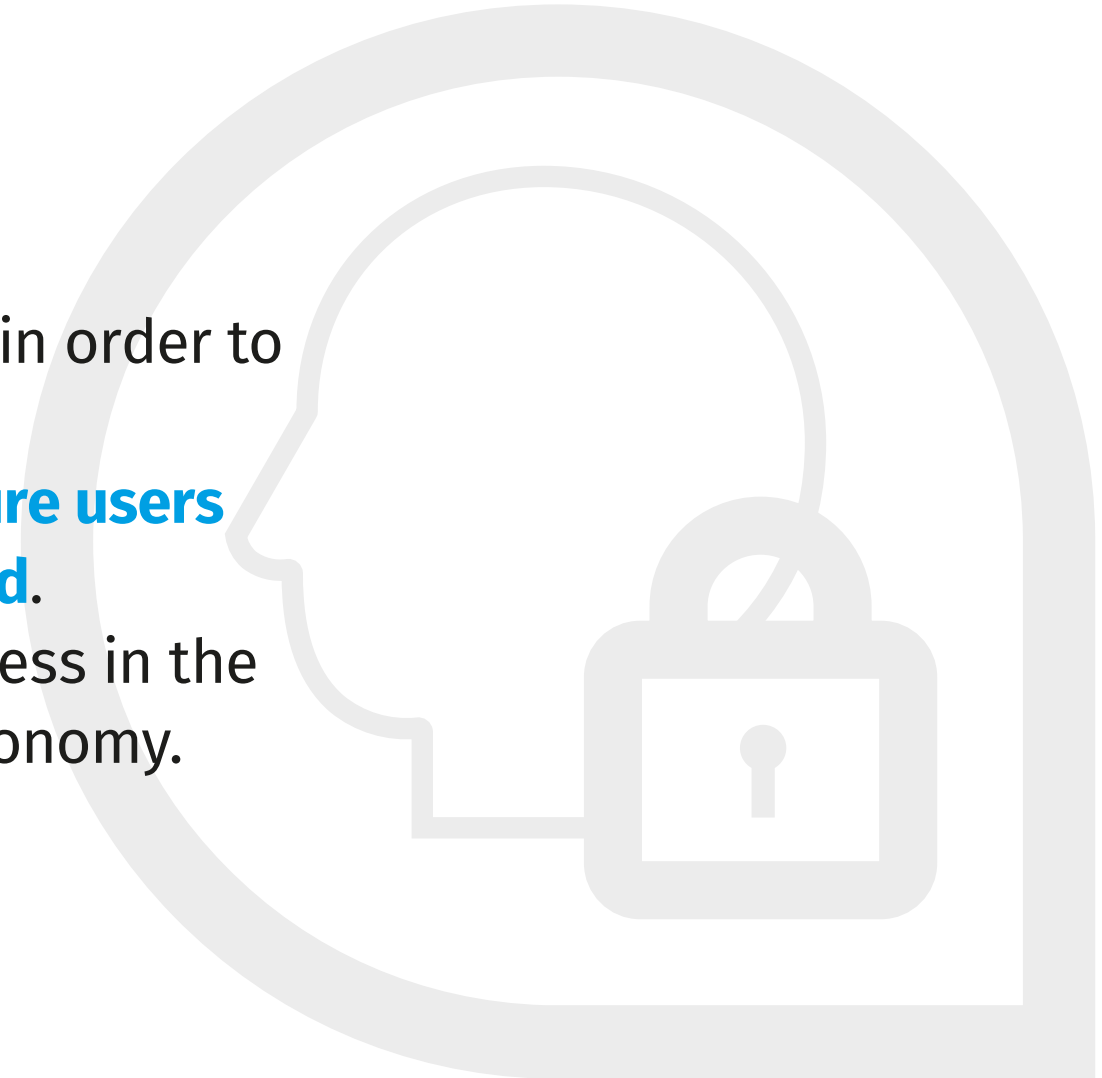


# INFORMATION PROTECTION

Data becomes a strategic asset. It is essential in order to grow your business and stay competitive.

Thanks to our solution, the **digital infrastructure users maintain ownership of the data they generated.**





























This allows for greater freedom and effectiveness in the treatment of the data, a pillar of the digital economy.



**MAIN  
FEATURES**

**10**

# CHARACTERISTICS

|   | COMMUNICATION/<br>EDITORIAL   | MARKETING/<br>COMMERCIAL  | TECHNOLOGICAL   |
|---|---|---|---|
| 01 Fully responsive interface which can be used on different screens            |    |   |   |
| 02 Customizable login dashboard with smart search, main functions and shortcuts |    |    |   |
| 03 Modular development according to editorial needs                             |    |   |    |
| 04 Creation and configuration of visual contents (Visual Page Builder)          |    |    |    |
| 05 Customized editorial schedule for content domination activities              |    |    |    |
| 06 Smart management of multimedia files   |    |   |    |
| 07 Control and management of permissions according to the stages of publication |    |    |   |
| 08 Versioning of modifications and actions taken by the editors                 |    |    |   |
| 09 Automatic translations and suggestions according to editorial trends         |   |   |   |
| 10 Dashboard for statistics and predictive models                               |  |  |   |
| 11 SEO compliant  |  |  |  |
| 12 Integration with third party platforms                                       |  |  |  |



# THEY CHOSE US

Mediobanca, Intesa San Paolo, ING Bank, Arca SGR, F2iSGR, Equita, Affari Italiani, Teatro alla Scala, Monte dei Paschi di Siena, ATM Milano, Alitalia, Sogefi Group, Siemens, STMicroelectronics, Upa, Fondazione Fiera Milano, Ospedale San Raffaele, Assidir, AbacoGroup, Pergenova, Wally Yachts and even more.



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