

## Agil Technologies is introducing in Europe The next Marketing Software generation for Brands

The word "agility" in a bold, red, lowercase sans-serif font.

PARIS, August 2016 —

Marketing is growing quickly. Every day, we are creating more content and are running more campaigns using various media channels. As a result, marketers are facing extreme complexities in their ability to efficiently orchestrate their activities on time and in a controlled manner, while keeping budget costs at a minimum.

Agil Technologies is announcing the launch of agility, the next **marketing collaborative platform** that **unifies and streamlines the brand marketing ecosystem, while it easily connects all players** in order to free up brands from the complexities they are facing and provide them with four major benefits:

- **Simplification:** Simplifies the management of marketing activities, allowing all players like teammates, agencies and freelancers to work together on projects in one place, 24/7, everywhere in the world, from creation to campaign delivery distribution and reporting.
- **Acceleration:** Speeds up the brand's acquisition, implementation, use and renewal of the best of breed marketing automation apps that are easily accessible through the agility platform.
- **Optimisation:** Optimises productivity and brings efficiencies to the entire marketing ecosystem and stakeholders working with brands.
- **Control:** Creates powerful reports on activities and generates analytics that include apps kpi's, as well as key data from 3rd party sources tailored to measure and control the brand ecosystem.

### How?

Agil Technologies has built a **unique, innovative and intuitive marketing collaborative platform**, which **takes advantage of** open innovation provided by the best existing marketing automation tools and apps in the world. As a result, campaigns are performed more efficiently and all **information and content are accessible from one place for everyone**. **Campaign activation can be rolled-out directly from agility using the apps corresponding to the chosen channel**. In addition, using agility **massively reduces time to market** that allows marketers to concentrate on other value added activities. Finally, through the reporting dashboard, **all players are in full control** of what is happening and can **drive their activities in real time**. This integrated end-to-end workflow drastically reduces marketing costs.

### Don't just take our word for it

*"agility has changed the way we communicate and collaborate with our clients, our suppliers and with the other agencies we work alongside to deliver global campaigns. All projects managed in one place, connected to the assets we are working on and approving, with the ability to feed these directly into*

*automation Apps and fulfill. That's different, and our clients like this a lot. " said Luke Hammersley, CEO at Zebra Worldwide a Global Content Production and Marketing efficiency network and one of the pioneering users of the agility platform in Europe.*

*" We are delighted to actively contribute to the Zebra Worldwide innovative strategy and to help Zebra and its clients improve collaboration and the development of more efficiencies for the brands they are serving around the world." said Jean-Pierre Eiselé, CEO and founder at Agil Technologies.*

### **About Agil Technologies**

Agil Technologies is an innovative MarTech startup based in Paris and London that helps brands and their ecosystem better collaborate and address the evolving challenges they are facing. The company was founded in 2014 by recognised and experienced marketing, advertising and digital technologies professionals. The company objective is to provide brands with open innovation and best user experience through simplification, acceleration, optimisation and control.

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Discover the agility revolution in action !

[www.agil.com](http://www.agil.com)



One place to collaborate and manage  
24/7 all your marketing activities with best apps



# Platform overview

NAME	TITLE	EMAIL	ROLE
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Task Name	Start	Finish	Start	% Co.
• Website	15/06/2014	30/06/2014	100%	100%
• Prepare the campaign brief, including the content plan	16/06/2014	19/06/2014	100%	100%
• Check and approve the campaign brief internally	19/06/2014	23/06/2014	100%	100%
• Prepare the campaign brief for the agency	20/06/2014	23/06/2014	100%	100%
• Prepare a Q&A session	23/06/2014	23/06/2014	100%	100%
• Preparation of the production materials	23/06/2014	23/06/2014	100%	100%
• Preparation of a formal order for the agency	23/06/2014	23/06/2014	100%	100%
• Review of the creative materials, according to the brief	23/06/2014	23/06/2014	100%	100%
• Preparation of a formal order for the agency	23/06/2014	23/06/2014	100%	100%
• Preparation of the creative work, according to the brief	23/06/2014	23/06/2014	100%	100%
• Approval by the client	23/06/2014	23/06/2014	100%	100%
• Production	23/06/2014	23/06/2014	100%	100%