

# Aprimo & Microsoft Partnership

Aprimo has worked with Microsoft for over 20 years. We continue to build our partnership through OpenAI utilization and joining the Microsoft Azure Marketplace to be MACC eligible and transactable.



## Azure Cloud Hosting

Aprimo's SaaS offerings are hosted on Azure's infrastructure offering both security & scalability

## Azure Marketplace

Now transactable via the Azure Marketplace to help decrement your Azure Consumption Commitment

## Azure OpenAI

Accelerate your content creation and automate your asset management workflows by leveraging advanced generative AI capabilities

Products > Aprimo Digital Asset Management Solution



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Aprimo offers an industry-leading Digital Asset Management solution.

Aprimo provides a cutting-edge, AI-powered cloud-native SaaS digital asset management platform giving you the power to streamline and orchestrate all the work it takes to create, organize, and deliver the content to drive personalized experiences faster than ever before. Aprimo DAM enables enhanced collaboration, seamless integration with other business tools and application, all while maintaining the highest level of security and scalability to support your growing needs.

Key capabilities of Aprimo include:

- Search & Discoverability:** At the heart of the Aprimo DAM is a content discovery engine that leverages AI to enrich the metadata associated with your content, making it easier to find as well as provide content recommendations.
- Find Content Faster** - Quickly upload, tag, search, and find assets with Aprimo's flexible metadata, auto-tagging, and taxonomy capabilities.
- OpenAI / Generative AI** - partnering with Microsoft to deliver new Generative AI features like Aprimo Content Coach & GPT Descriptions.

## Azure Marketplace

### MACC

Purchasing Aprimo allows customers to decrement from their Microsoft Azure Consumption Commitment (MACC).

### Speed

Accelerate your deal cycle and approvals by streamlining your technology stack, procurement, and invoicing processes.

### Security

Have peace of mind as a top tier Microsoft Partner, Aprimo has gone through accreditation, security reviews, and technical validations.

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that actually drive business outcomes and reach customers in the right channels. Its powerful content operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale. Learn more at [www.aprimo.com](http://www.aprimo.com).



[aprimo.com](http://aprimo.com)