

Custom technologies, real ROI

Innovative solutions like a Syndication platform or a Newsletter engine for when “off-the-shelf” just won’t solve those complex problems.

Cookie-cutter solutions take into consideration everything but you. They’re predictable, functional, even reliable, but not personalized. At Nayamode, we focus on you, custom-tailoring solutions that address your specific needs. Utilizing innovative tools such as the Nayamode Content Syndicator (NCS), we take the pain and cost out of localizing and distributing customized content around the globe. NCS provides an automated self-help content syndication system that cost-effectively and conveniently customizes marketing collateral and product content. It’s just one way we stretch the boundaries of problem solving.

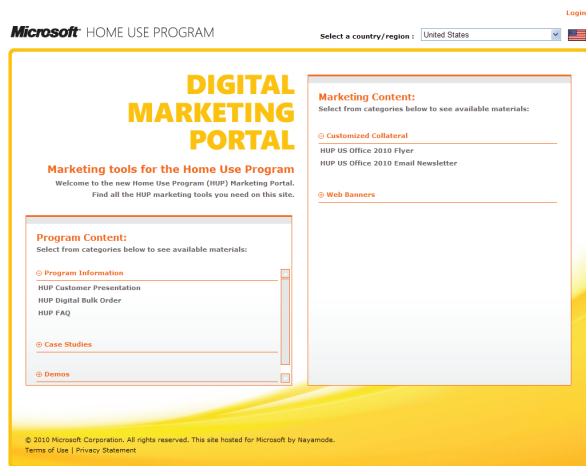
Another is our Marketing Assets catalog that helps partners and field offices get the right assets for their local campaigns.

smart technology powering rich creative

Nayamode is an integrated digital marketing agency that uses smart technology to power rich creative across content, web, mobile and social media campaigns. Our highly experienced team draws on backgrounds in marketing, advertising, technology, consumer goods and social media to strategize and drive execution on programs that drive results.

We've also designed a dynamic newsletter publishing engine that makes it easy to solicit, collect, and curate content from various contributors and publish it quickly in a highly-designed template.

And if you need a dashboard, we have extensive experience designing solutions that help aggregate, filter, and report on data from disparate sources and generate reports that drive information-driven action. We've powered everything from small 'mom and pop' solutions to multi-million dollar scenarios that help our customers make the right decisions to drive their companies onward and upward.



Testimonial

“As part of the Microsoft Office Division, the Home Use Program (HUP) distributes Office products to more than 140 countries, requiring local, customized content and collateral for our subsidiary team and partners. We previously spent considerable money and time to execute this until Nayamode built the Customization Portal for the program. Now we have a great way to allow anyone to obtain and customize our core, localized content, significantly reducing the burden on our limited resources, creating tremendous satisfaction for our subsidiaries, partners and customers.”

Jason Hofmann,
Senior Marketing Manager,
Office Marketing

Our Content Customization and Syndication system addresses these problems. A powerful, scalable and extensible system built specifically to your needs, the system allows you to:

- Create core collateral at corporate HQ and empower your field or partners to localize and customize
- Keep branding and core messaging consistent across geographies and partners while providing partners flexibility to make it co-branded
- Support tiered, end-user customization with multiple format support
- Robust analytics

As used by the Home Use Program within Microsoft Office, the system generated savings of over \$100,000 within a year.