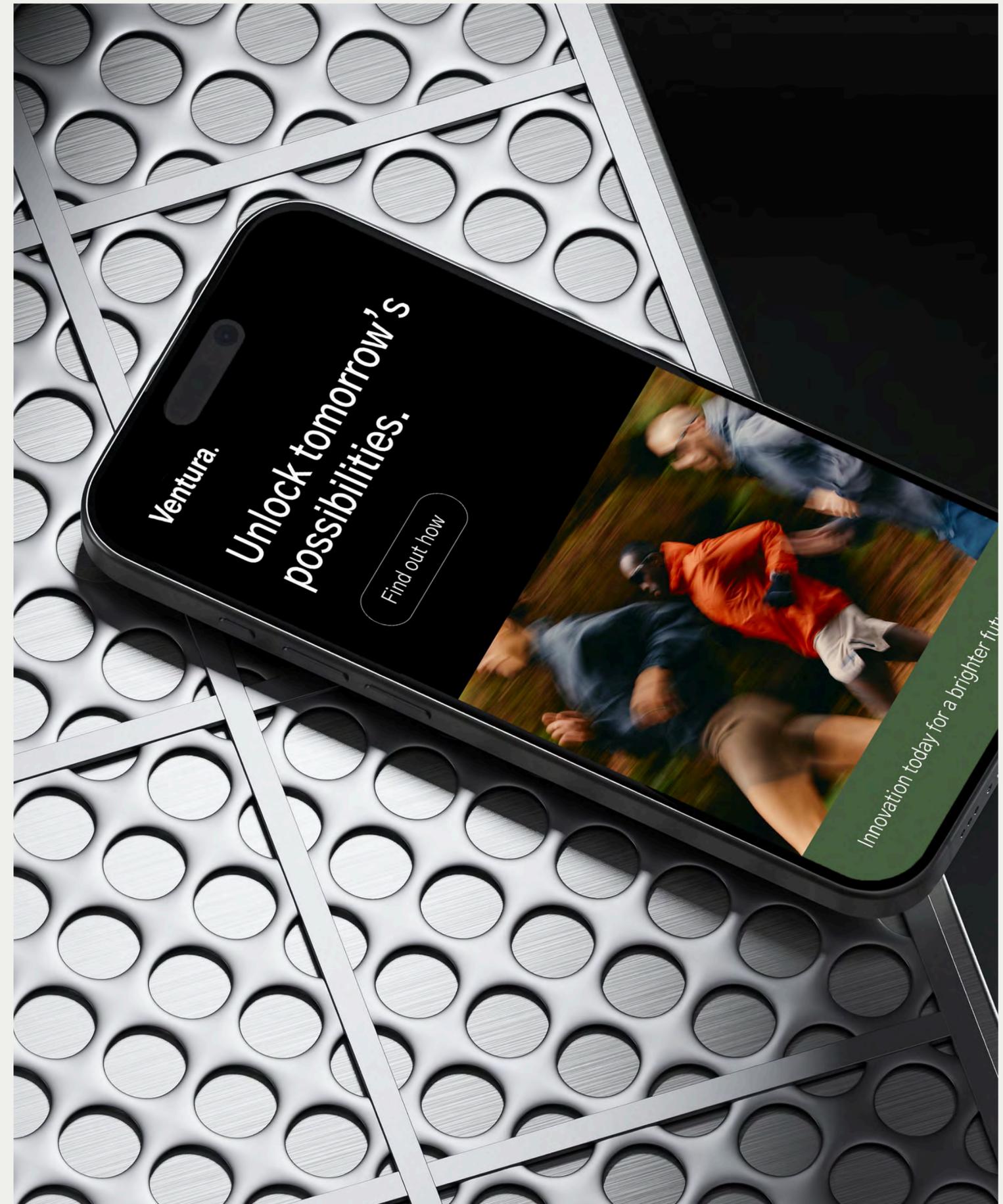


# What good looks like for software services

The software industry juggles rapidly changing technology, a shifting economic landscape, and the endless pursuit of growth. At the same time, tech companies have to build lasting customer relationships and connections to foster sustainable success.

In this challenging environment, branding has evolved from a peripheral function to a core strategic initiative. Tech companies need to stand out from the crowd, maintain their core values as they scale, and create engaging customer experiences that build loyalty and trust.

So, they've reached a tipping point: Their existing, established brand management can't keep up with the demands of their rapidly growing business. They need new and dynamic tools, processes, and hubs to move forward and remain competitive.



# The tech landscape: 6 trends shaping the industry

Tech companies are chasing growth and global expansion. But progress doesn't happen in isolation. These six trends shape the industry and affect how software companies do business.

## 1 Constant change

2 Scaling brings growing pains

3 Drive for international expansion

4 Acquisition, then consolidation

5 The quest for efficiency at scale

6 Global expansion brings new regulatory landscapes

PwC predicts that “business model reinvention will be a pivotal trend for the tech sector” in 2025, driven by changing tech and an ever-evolving regulatory landscape. So, software organizations adapt through rebranding, launching new products, entering new regions, or merging with other players.

At the same time, technology is constantly developing at an ever-increasing pace. Who knows where AI will take us?

Processes, channels, and priorities continue to evolve, and software and tech employees can feel like change is the only constant in their lives. To keep up, tools and systems must align with the company's core messaging, vision, values, and brand.

# The tech landscape: 6 trends shaping the industry

- 1 Constant change
- 2 **Scaling brings growing pains**
- 3 Drive for international expansion
- 4 Acquisition, then consolidation
- 5 The quest for efficiency at scale
- 6 Global expansion brings new regulatory landscapes

Growth is the name of the game for ambitious tech companies. While many factors drive company success, the focus usually often shifts to the following:

- Launching new products
- Moving up- or down-market
- Expanding internationally
- Acquiring or merging with other businesses
- Raising investment to increase sales and marketing activities

Marketing, brand, and creative teams must keep up with ever-increasing demands to support these initiatives. Content production is often handled by an in-house agency, but as organizations grow, these internal teams struggle with production demands. They must build resources, guidelines, templates, and processes that enable other departments to independently create on-brand materials rather than handle 100% of the creative work.

# The tech landscape: 6 trends shaping the industry

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- 6 Global expansion brings new regulatory landscapes

Tech companies have ambitious targets, and one of the best ways to achieve rapid growth is to expand internationally.

When companies expand into new global regions or markets, managing their brand becomes more complex. They may develop localized elements or regional sub-brands.

From a brand governance perspective, internal teams must ensure everyone is aligned and uses the correct materials for each market.

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Acquisitions are another way for tech companies to grow, but they also complicate managing the brands.

Where companies previously had one brand to manage, after acquisitions, they may now have multiple. So, during the post-acquisition consolidation period, teams, processes, and tools are reviewed to ensure everything works together rather than in silos.

Brand governance becomes more complicated as companies need to decide whether the acquired company is rebranding under its new parent company, remaining separate, or merging under the parent umbrella. Once the overall brand strategy is set, internal teams have to align and help people create and use the right materials.

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“Operational efficiency is a key driver of success for tech companies,” according to [PwC](#). For many teams, improving efficiency at scale means doing more with less — smaller teams but bigger workloads, projects, and customer bases.

So, tech companies are finding ways to improve efficiency across the board, from adopting new tools to developing more efficient processes and workflows to streamline their activities. For example, the in-house creative agency needs ways to maximize its output without increasing headcount.

# The tech landscape: 6 trends shaping the industry

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As they expand into new geographies, tech companies deal with more complex brand governance to ensure compliance with regional regulations. They need more guidelines, toolkits, templates, and resources to help teams create content while maintaining regulatory compliance.

The tech industry is under increased scrutiny thanks to new guidance and a changing regulatory landscape. According to [PwC](#), “global digital regulations [are reshaping] the landscape at an unprecedented pace.”

Companies have to keep up with regulatory changes on a global and regional level and manage innovation and experimentation carefully to ensure rigorous regulatory compliance.

# The current state of brand governance: Not ready for the next phase of growth

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As tech companies change to keep up with the ever-evolving landscape, their brands develop, too. Branding is no longer a static asset — it's a dynamic, operational system that needs to progress with the business.

Scaling up often brings headaches for marketers regarding brand management and governance. When software companies assess their current governance processes, they usually find these elements:

- Simplistic systems
- Minimal brand documentation
- Disorganized and siloed systems, assets, and data
- Incompatible or disconnected systems
- Inconsistencies across regions and markets

Many tech companies have internal agencies or creative teams that handle all their content, so building out detailed guidelines, creative templates, or creative processes isn't a priority.

They manage their brand with disconnected tools — one system for guidelines and another for DAM, while creative collaboration happens informally. These systems don't talk to each other, and teams have access to different files, making it difficult for the wider business to engage with the brand.

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Many companies may not realize it, but their current brand governance process is hurting them in several crucial areas:

**Time:** Their in-house production model is strained by growing demands for content, and they can't keep up. Teams face delays waiting for the relevant materials.

**Tools:** Their existing tech stack can't adapt to the complexity of their brands — either because of expansions or acquisitions.

**Budget:** Companies spend on brand tools that don't meet the needs of their business and then invest more to try and create a system that does.

**Resources:** Organizations invest personnel, equipment, and budget into their outdated brand management. From multiple tools (instead of one connected system) to entire teams (instead of a more streamlined structure), it takes significant resources to handle the necessary disconnected systems and processes to direct their brand.

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These challenges make it difficult for tech companies to manage their brand efficiently — and even more difficult to keep up with new and emerging industry trends.

Their existing workflows aren't enough for the next phase of brand growth. As they expand into new markets, they must localize more and have the tools and processes in place to enable other teams and partners to create content. They need a new scalable system with portals, guidelines, templates, and asset management that will adapt to their business.

# It's time to reimagine brand governance for software companies

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The right tools help software companies reshape their brand governance process into one that helps their organization improve efficiency and boost consistency and compliance. But what would that look like in your organization?

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- **A connected ecosystem:**  
Organize files in a full-featured brand portal, streamline content production with templates, and document your visual and messaging identity in guidelines. Integrations with your creative, collaboration, and communication tools to optimize workflows.
- **Single or multi-brand portal:**  
Oversee multiple sub-brands within one portal to bring acquired businesses into one central home. Scale your brand asset management and create additional portals for sub-brands or regional variations.
- **Targeted access to relevant content:**  
Eliminate disconnected tools or siloed files. Employees easily find and use relevant materials — segmented by region, language, revenue channel, department, or project.
- **Templates accelerate and streamline production:**  
Enable smaller teams to handle more content production internally, using templates to develop on-brand assets without needing additional support or input from your in-house agency.
- **“Out-the-box” solutions:**  
Avoid developing your own brand management systems or building workarounds. Scale with a platform that's best-in-class from day one — and connects to the tools your teams use every day.
- **Robust access controls:**  
Give internal teams different access levels depending on the materials they use. Control access for external agencies, freelancers, or partners, and set limited time access for co-marketing campaigns or outsourcing creative projects.
- **Clear migration and implementation path:**  
Simplify the often complex process of switching tools. Know what's involved in setting up your team in your new system to switch without headaches.

Rethinking brand management offers businesses significant benefits:

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### Time

Brand and creative teams work more efficiently and do more with less. Other teams can self-serve when creating materials and scaling content production to keep up with demands.

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### Tools

A central portal will develop with the business, making it easier to manage all the assets, guidelines, resources, and templates for one or multiple fast-growing tech brands.

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### Budget

With one unified and connected brand management platform, you don't have to pay for multiple tools that overlap but don't join up.

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### Resources

Businesses need to allocate fewer resources — people, systems, and processes — to manage their brand. Instead, they can invest more into growing their brand.

Sounds great in theory, but it can be hard to imagine how things would change in your organization if you implemented a new solution. So, let's look at how Frontify helped Uber transform its brand management processes.

Digital transformation in action

# How Uber improved brand consistency and governance with Frontify

Uber has expanded rapidly, driven by multiple acquisitions and international expansion. That rapid growth made it challenging for the company to present a consistent brand across all markets.

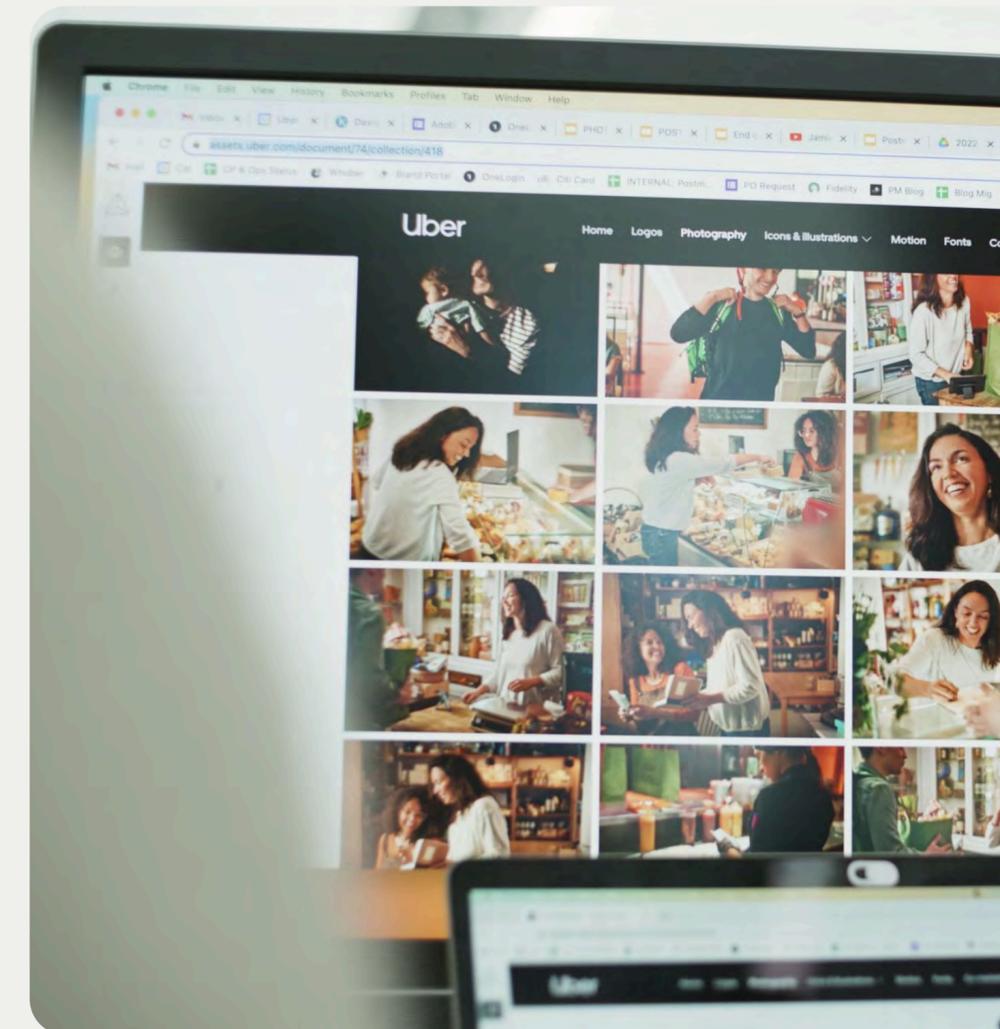
Uber needed a central hub that provided consistency, accessibility, scalability, and flexibility. Its brand team saw Frontify's potential to create a space to thrive while allowing the company to expand globally — as one brand.

Uber adopted Frontify as its brand portal. Besides centralizing assets and tools and driving user engagement, Frontify enables Uber to optimize workflows, seamlessly integrate with its design solutions, and collaborate to create powerful messages that shape the brand's future.

Since its launch, more than 20,000 Uber brand builders have engaged with the Frontify platform globally — about 12% of the company creates, manages, and shares assets through a centralized hub. They use the Frontify DAM, and have built out dedicated portals for different business areas, including employer branding, sales enablement, and co-marketing partnerships.

“It really demonstrates a one Uber, one brand approach. We're all one company that is built on the same solid foundation, the same platform,”

Brian Coonce, Global Creative Director



# Bring your brand center to life with Frontify

Now you know what brand management could look like for your organization: seamless, easy to navigate, and efficient to use across the business.

Frontify works with dozens of leading tech and software companies globally (like Uber) to help them transform their portals and modernize their brand management.

Here's how Frontify helps companies bring their new, modern brand centers to life.

Bring your brand center to life with Frontify

# Phased flexible rollout: Get started with an MVP

We know implementing new tools, systems, and processes is intense. But tech companies move fast and don't have a lot of time to set up new systems.

The Frontify brand platform is easily editable, so companies start with their MVP (minimum viable product), then build, extend, and update their portals as needed. We've developed a phased, flexible rollout approach so that tech companies can immediately access all the functionality and benefits of Frontify without the long set-up. Then, they can add new resources, departments, and materials gradually rather than adding everyone on day one.

Here's what that phased rollout could look like — though it can be adapted to meet the priorities and requirements of different organizations:

- **Months 1–3:** Document the most valuable materials in Frontify — guidelines, top assets, and initial content templates. Add marketing, brand, and creative teams as early adopters in the business.
- **Month 4:** Launch your brand portal in Frontify to the entire organization. Add lower-priority assets and start using DAM. Set up user groups to control access levels and user permissions and maintain security.
- **Months 4–5:** Add new teams based on usage. Connect Frontify to core tools using native integrations. Build out additional portals for use cases such as different business lines or employer branding. Provide access for agencies, freelancers, and other collaborators.
- **Month 6:** Expand and connect further with our software developer kit. Explore Frontify's AI capabilities, automations, and apps with custom integrations.

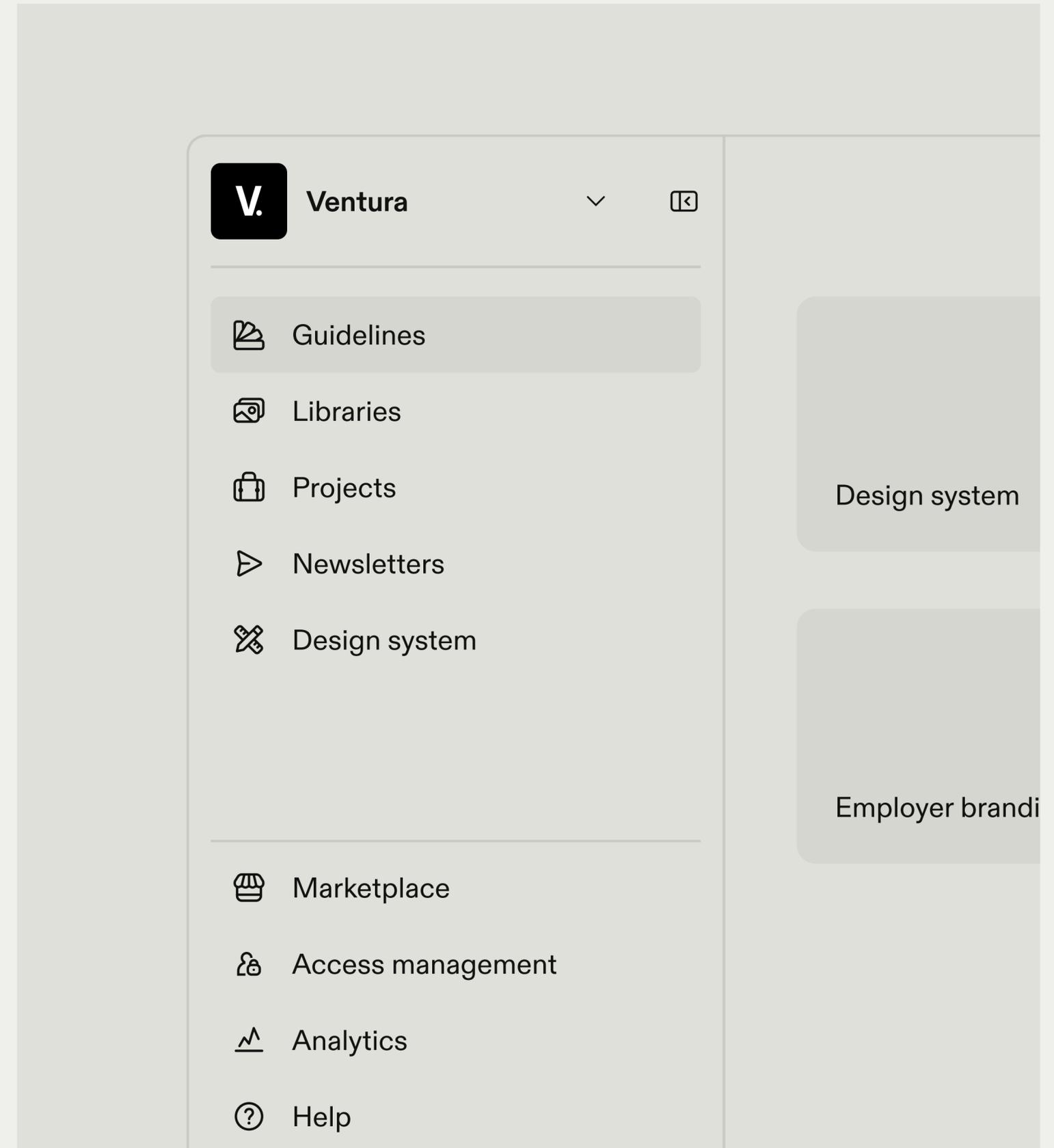
This is just an example — the ideal timeline is whatever works best for your organization. But this phased approach means you start experiencing the benefits of Frontify's connected brand portal without being overwhelmed by your implementation to-do list.

Bring your brand center to life with Frontify

# Consolidate multiple tools into one platform

When tech companies acquire other businesses, they suddenly have an additional tech stack to manage. They often find they have multiple tools doing the same (or similar) jobs. Post-acquisition, they start a period of consolidation, bringing assets and materials together and breaking down the informational silos that come from having scattered files.

Frontify replaces and consolidates several tools at once. Rather than having different DAMs and multiple sets of PDF guidelines for each local brand or sub-brand, you can set up dedicated portals within the platform and create a central space.



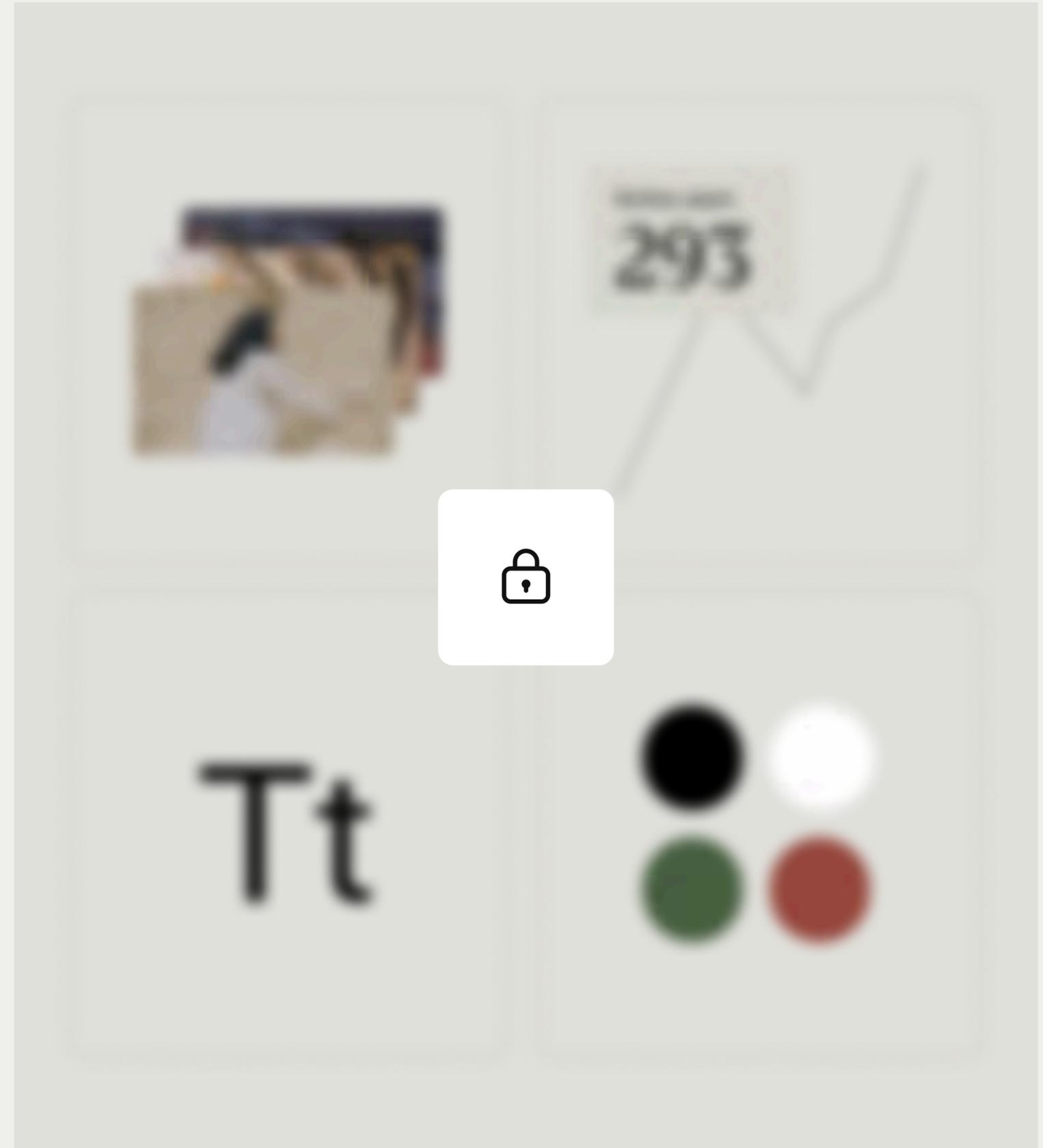
Bring your brand center to life with Frontify

# Maintain strict access controls for security and compliance

Security and data privacy are essential for tech companies. Any implemented systems need to meet their rigorous security requirements.

From access control to data integrity, Frontify prioritizes safeguarding your brand's most valuable assets. It integrates with SSO tools such as Okta and is certified against the industry's best security standards to provide a secure platform for users and files.

Robust user permissions give companies greater control over how materials are shared, accessed, and used — within and outside the organization. Frontify also lets you build a review and approvals process within the platform so managers and brand teams can review in-production materials to ensure compliance with the highest standards.



Bring your brand center to life with Frontify

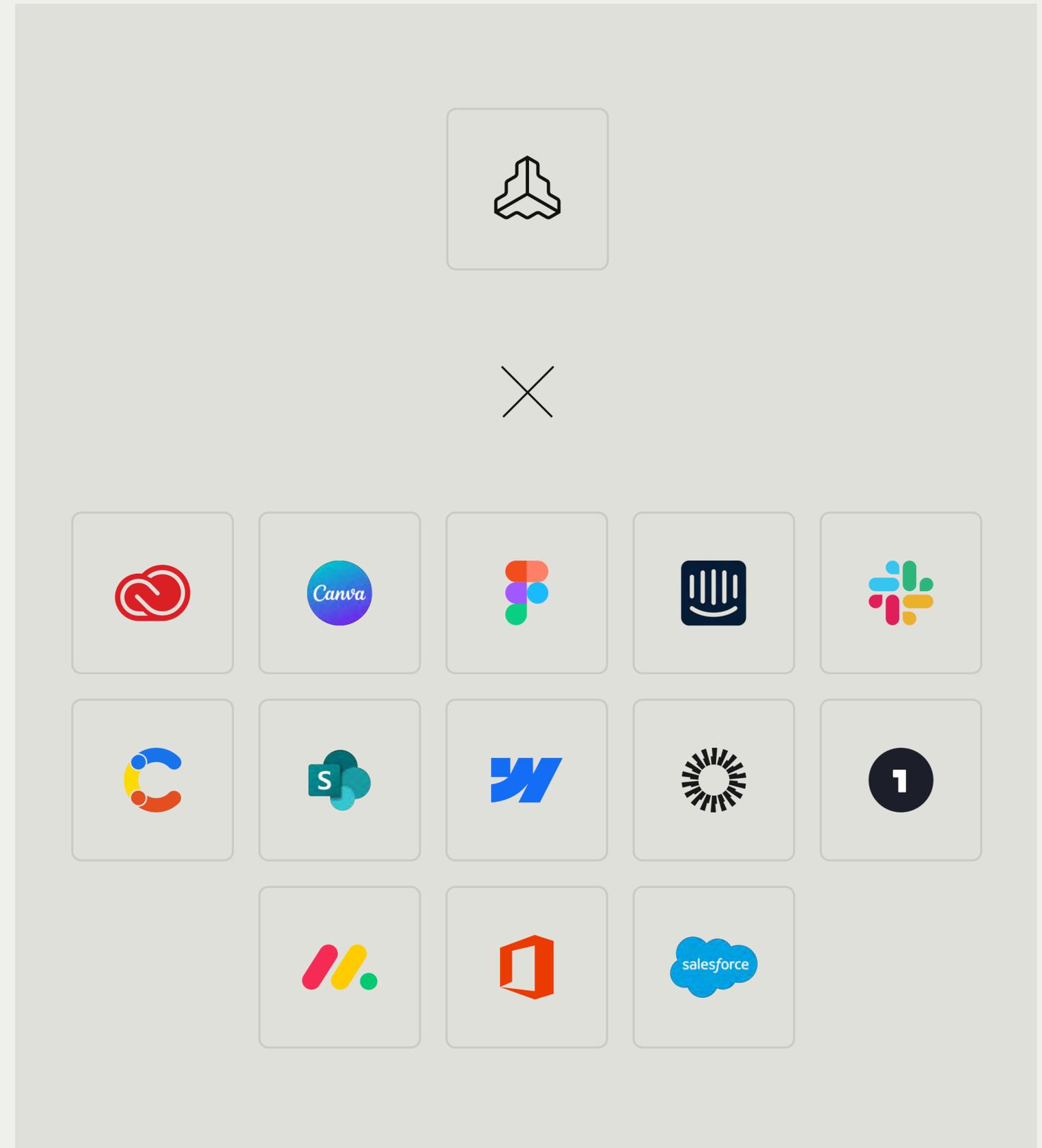
# Extend and integrate to maximize value for your teams

Your brand doesn't exist in isolation — your customers experience it through every touchpoint and channel they interact with. This means your assets can't be siloed within your organization. Your portal needs to connect with the tools your teams use daily to reduce any friction.

Frontify integrates with the essentials that plug into the key touchpoints for your brand:

- Creative platforms like Adobe CC, Canva, and Figma
- Communication tools, including Intercom and Slack
- Content management solutions, such as Contentful, Sharepoint, and Webflow
- Single sign-on tools like Okta and OneLogin
- Productivity platforms, such as Monday.com, Microsoft Office, and Salesforce

These integrations help teams consolidate scattered tools and use materials more easily. Our SDK and Marketplace let you extend the platform to build and customize portals that fit your brand's identity and corporate requirements.



Bring your brand center to life with Frontify

# Streamline content production and distribution

Tech companies are experiencing ever-growing demands for tailored, segmented content for different user groups, markets, and products. Whether the materials are produced internally or outsourced, there's a significant amount of work to manage that production and the internal and external distribution once materials are finalized.

Frontify helps streamline the production and distribution of content:

- Templates let internal teams create and customize various marketing materials, documents, and common file types while complying with brand standards.
- Templates offer bulk downloads, dynamic data input, and multi-variant asset creation to develop similar materials for different use cases.
- Frontify provides a unified location for managers and teams to provide feedback and approvals.
- The centralized DAM makes it easy to distribute assets internally — everyone can access new files. You can also control access to different libraries and materials so users work with the information most relevant to their team or market



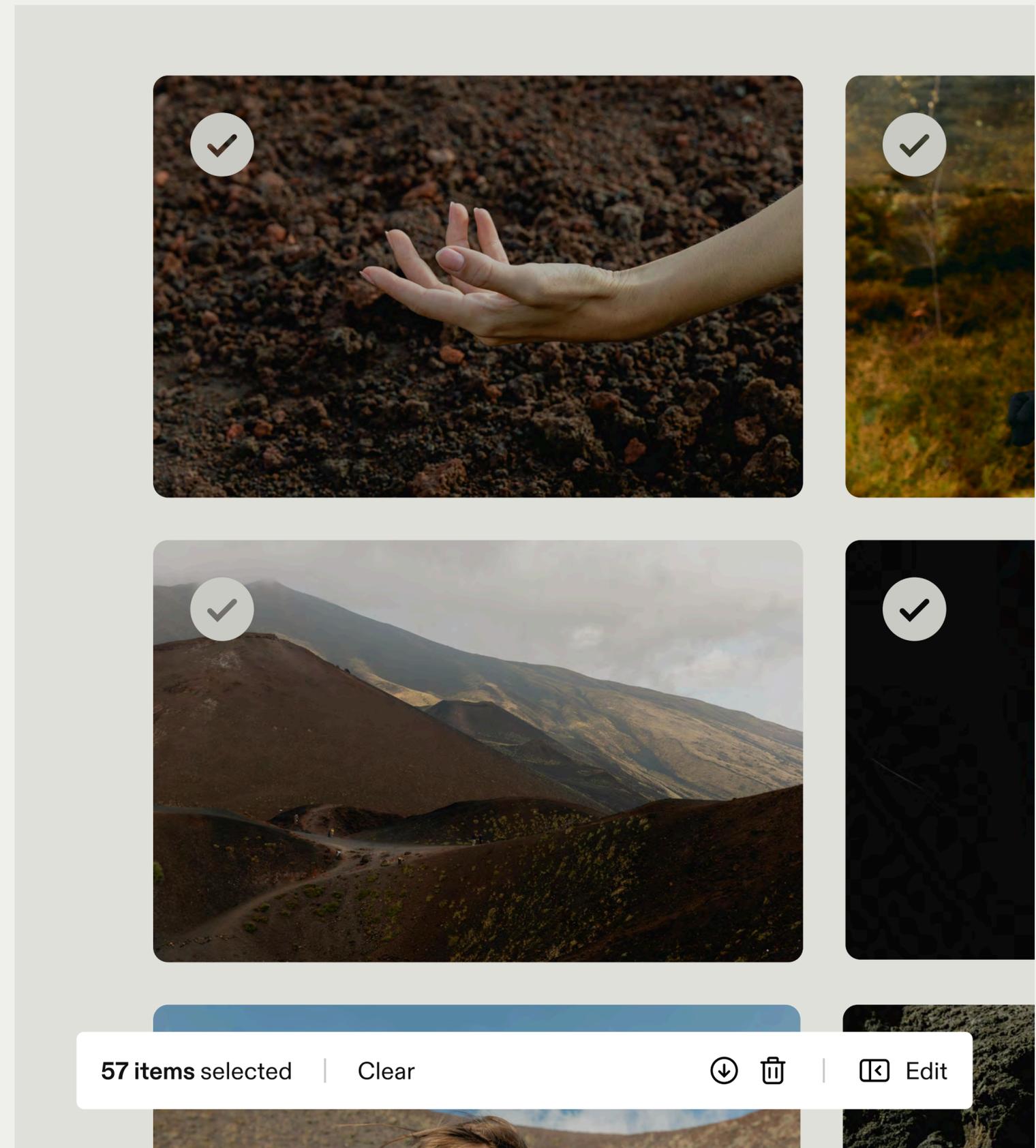
Bring your brand center to life with Frontify

# Centralize asset and brand management

While tech startups may only have small volumes of marketing materials, once they scale up, they may have terabytes of information to store and organize. Frontify's DAM grows with businesses and makes it easier to orchestrate file access thanks to smart user permissions and expiration policies.

Software companies often find their information scattered across multiple tools and platforms, which makes it difficult to manage those files as they scale.

Frontify provides a centralized home for all materials, making it quicker and easier for employees to find and use the relevant assets. It becomes a single source of truth and can even be tailored to multiple brands or sub-brands within the same portal.



# Experience the power of Frontify

As tech companies grow, their old ways of managing brands and assets no longer fit their purpose. Disconnected systems hold back even the most forward-thinking organizations, so as startups achieve global scale, it's time to try something new.

By adopting a centralized, connected portal, software companies can more easily keep up with the changing needs of their brand, markets, and customers.

Ready to see how you can maintain brand consistency, streamline asset management, and drive collaboration across teams — all in one platform?

[Book a demo of Frontify today.](#)

