

# PASSLE

THE #1 MARKETING PLATFORM FOR  
PROFESSIONAL SERVICES FIRMS



FEATURES OVERVIEW



# PASSLE PLATFORM

Passle enables your firm to get authentic, expert insights to their clients and prospects in a focused, timely and useful way.

Providing genuinely helpful content and demonstrating the expertise of your firm helps to progress sales opportunities and the build the brand is in the wider market.



SNACKABLE  
INSIGHTS



LONGFORM  
ARTICLES



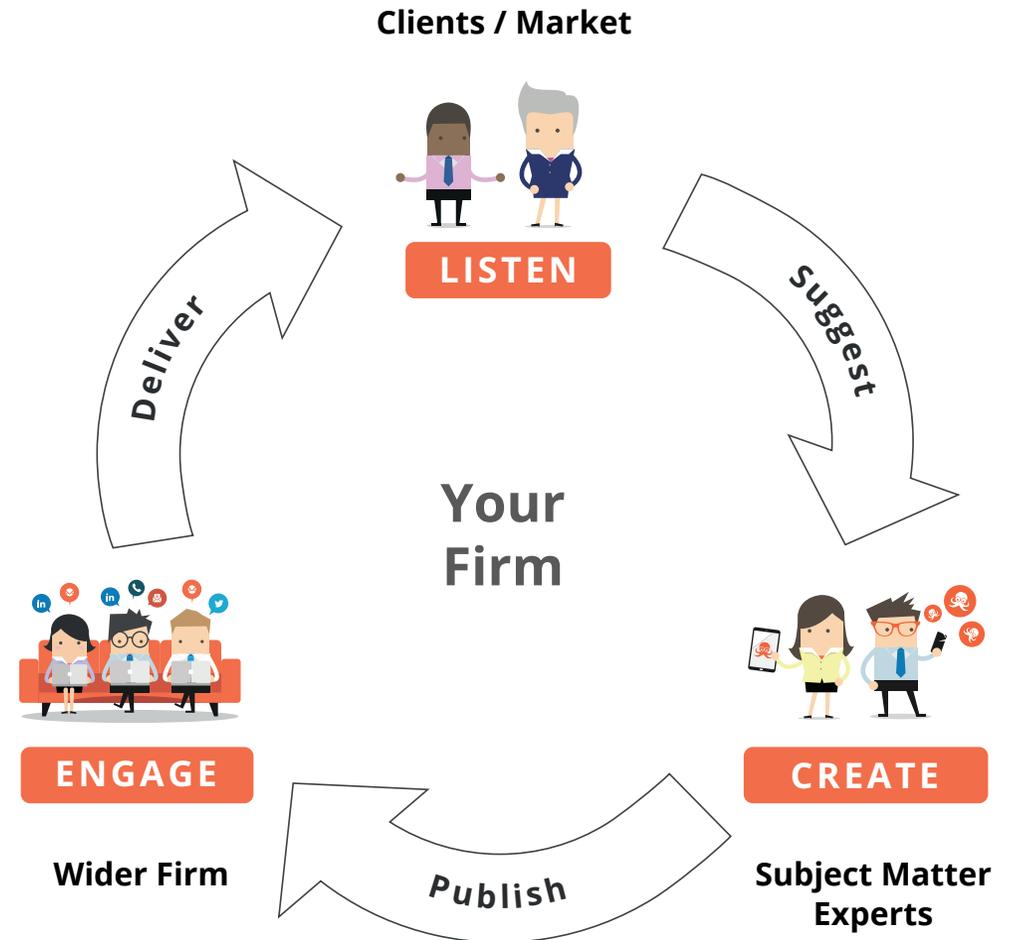
NATIVE VIDEO  
+ YOUTUBE



NATIVE  
PODCASTS



NATIVE PDF  
+ SLIDESHARE





# THE BENEFITS OF SAAS

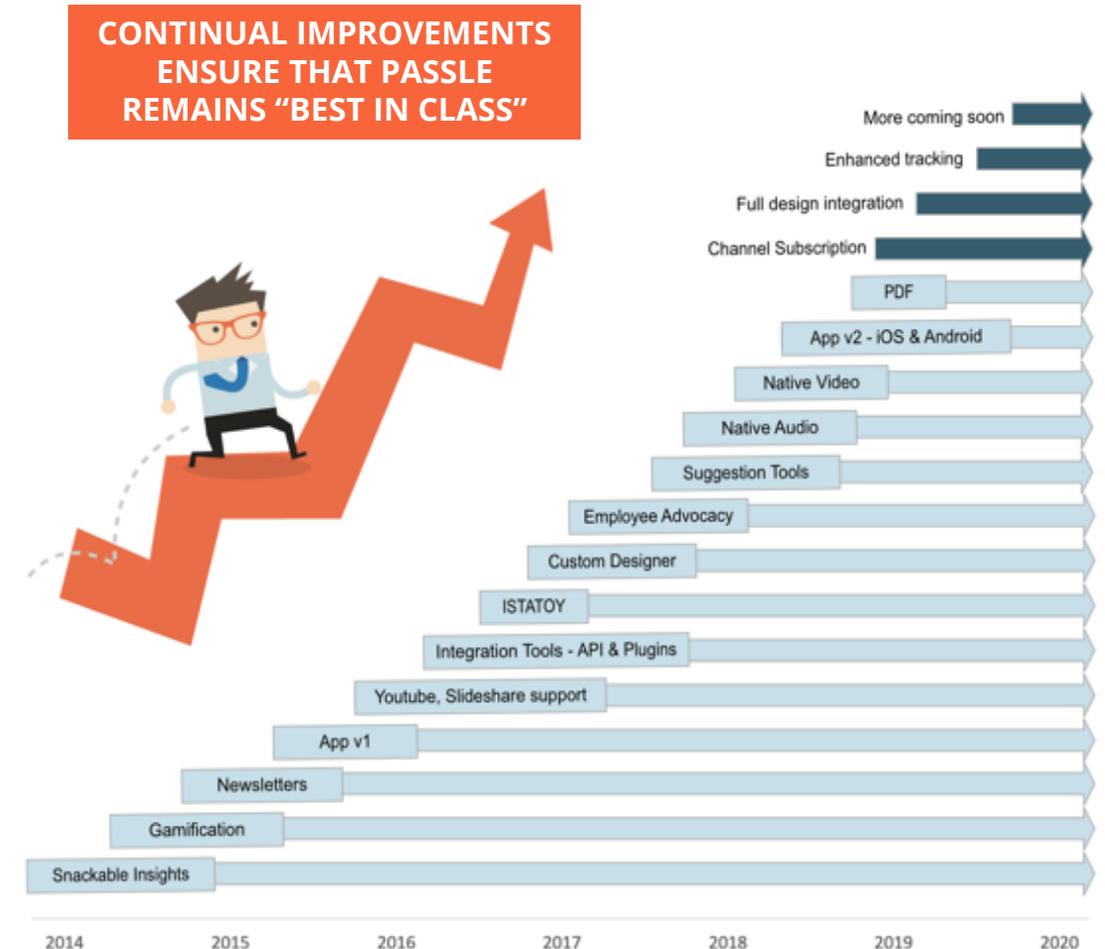
Choosing a SaaS platform has huge advantages over creating an in-house content offering as part of a custom-built website.

Passle is a highly-efficient and effective platform that gets better with the passage of time.

The benefits of SaaS:

- ✓ Very low project risk
- ✓ Inherently future-proof
- ✓ Scalability
- ✓ Security
- ✓ Up-time
- ✓ Content portability
- ✓ Constantly Search-Engine Optimised

Passle gets continual feedback from many of the brightest minds in Expert-to-Expert Marketing and ceaselessly builds the tools to help them achieve their boldest ambitions.



# EXPERT USER / LOGINS & PROFILES

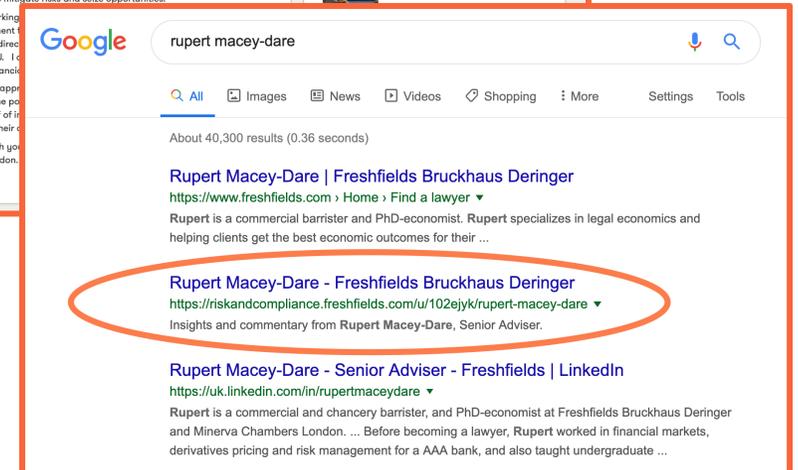
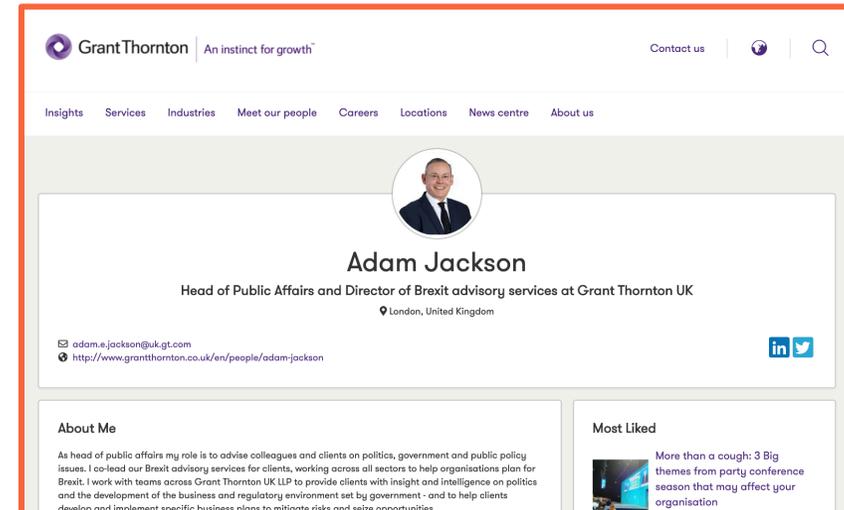


## Expert Authors

Each author has a unique account, that they can control, much like they might on a social network. This enables them to log-in and create posts directly within Passle with each post automatically attributed to them and linked to their profile.

Typically these profile pages will rank highly in Google and Bing – often number 1 or 2.

Authors benefit from individualised feedback on their progress in building their online presence. This feedback is key in motivating them to create regular insights in the long term.



# TEXT / COMMENTARY POSTS



## The original Passle post

The commentary format means experts can create timely, authentic, on-topic content in minutes. They can quickly react to industry news and trends with short, highly-relevant content.

Tweets can be added to give context and social proof.

Longer posts can also include:

- In-line images
- In-line video
- Headings / Sub-headings
- Tables
- Numbered or bullet lists
- Multiple authors

The screenshot shows a web page for Linklaters. The header includes the Linklaters logo and navigation links: About Us, Client Services, Sectors, Find People, Locations, Insights, and Careers. The main content area features a post by Stuart Bedford, dated 21 May 2019. The post title is "Facing up to the risks of technology". The text discusses the evolution of personal data controls and the challenges of tracking individual movements and preferences. A quote from Bloomberg is included: "Global Payments agrees to buy Total System Services in a deal valued at \$21.5 billion". Below the quote is a link to a BBC news article: "San Francisco is first US city to ban facial recognition". At the bottom of the post is an image of a person's face with a facial recognition overlay.

# VIDEO

Videos are delivered natively from your website

When a video is uploaded, Passle takes a selection of screenshots from throughout the video and the author simply chooses the best one (or uploads another image, if preferred) to display on the post.

The video has a variable bitrate streaming algorithm so that the best streaming speed is chosen depending on the viewers device and connection speed.

YouTube and other services are also supported, if the content is already held there.



A screenshot of a Passle post on the everis website. The post is titled "NTT Data Epworth House Opening" and is dated "1 Jul 2019". The author is David Costa. The post content includes a paragraph about the opening of the new NTT Data office in Shoreditch, London, and a £68 million investment into the UK. It also mentions that the funding will generate 350+ new jobs this year, facilitate expansion at its site in Birmingham and open a new office in Scotland. A video player is embedded at the bottom of the post, showing a scene from the opening celebration. The video player has a play button and a "Watch later" button. The everis logo is visible in the top left corner of the page, and the Passle logo is in the top right corner of the page.

# PODCAST & AUDIO

Audio files, much like video, can be easily uploaded to Passle and delivered natively from your website and via Passle apps.

Stock images can be added to provide a consistent theme.

Like video, audio has variable bitrate streaming so that the best streaming speed can be used.



The screenshot shows a blog post from CMS UK. The title is "Our Connected Future and Mobile World Congress" dated 10 Jan 2019. The author is Chris Watson. The post text discusses the Mobile World Congress and technology-driven transformations in the infrastructure sector. A link to the full article is provided: <https://cms.law/en/GBR/Publication/Connected-Future>. Below the text is a large image of a white audio waveform with a play button icon in the center. To the right of the main text are two tweets from @CMS\_law. The first tweet, dated Dec 3, 2018, mentions the launch of 'Connected Future' and features a keynote from David Rowan. The second tweet, dated Nov 20, 2018, mentions the launch of a global infrastructure report. The top of the page has the CMS UK logo and navigation links like "Edit this post", "Follow", "All Posts", "Contributors", and "Archive".

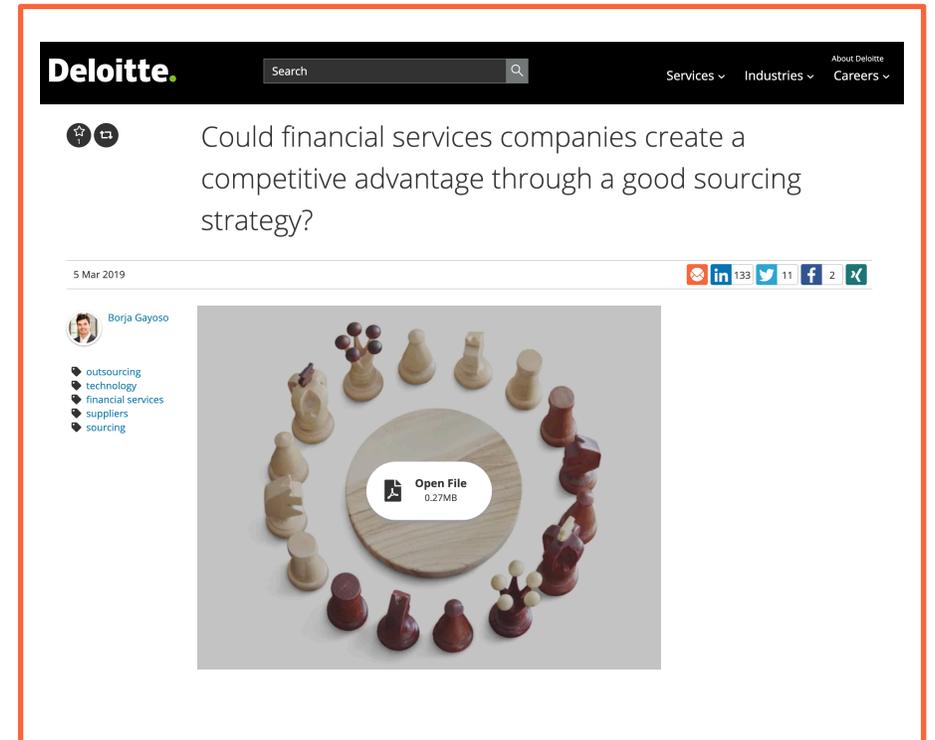
# WHITEPAPERS AND PDFs

When PDF files are uploaded, Passle will automatically create an image from the front page (see image), which is used when the pdf is shared to the social networks. This image can be changed if you prefer.

In addition, the PDF file is indexed and made searchable and can be found via search in the Passle app or desktop.

The size of the file is displayed so that user is aware of the approximate download time.

As with other file types, multiple authors are supported.

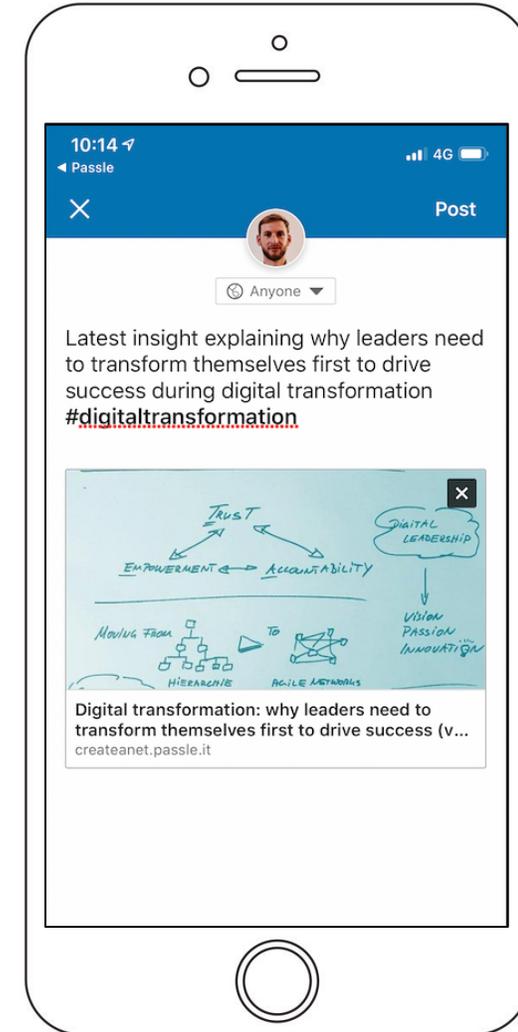
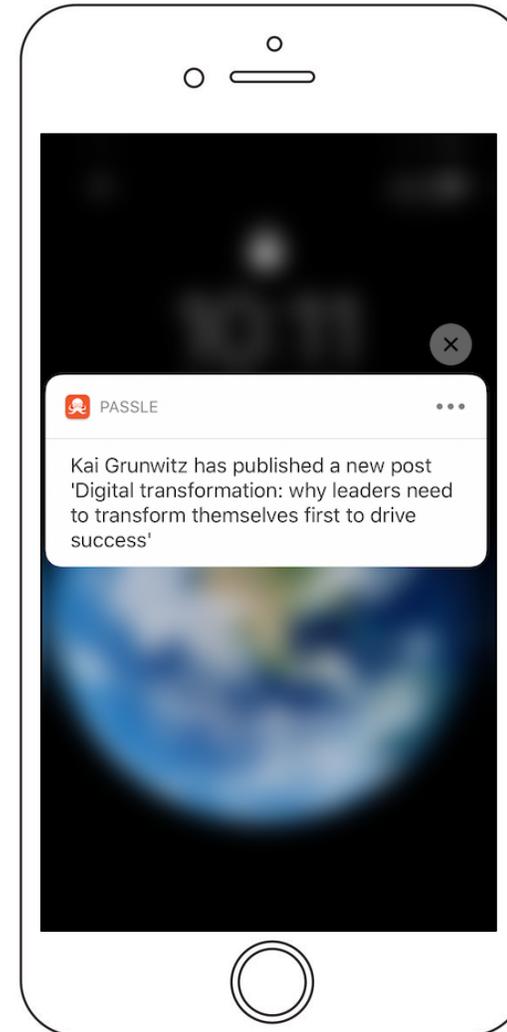
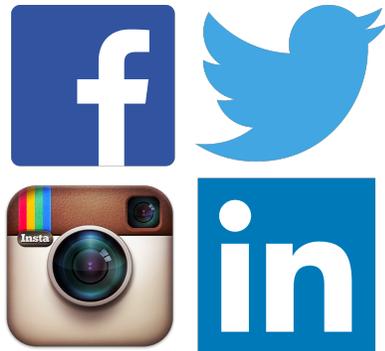




# EMPLOYEE ADVOCACY

By default, relevant team members will receive notifications of new posts. They can read these insights on their phone or laptop, which is great for internal knowledge sharing, particularly in larger firms.

In two clicks, they can now share these expert insights to their social networks to drive brand awareness. LinkedIn and Twitter are suggested but all major networks are supported.





# SHARING INSIGHTS WITH KEY CLIENTS

Tools to share posts with key clients.

## **ISTATOY (I Saw This And Thought Of You):**

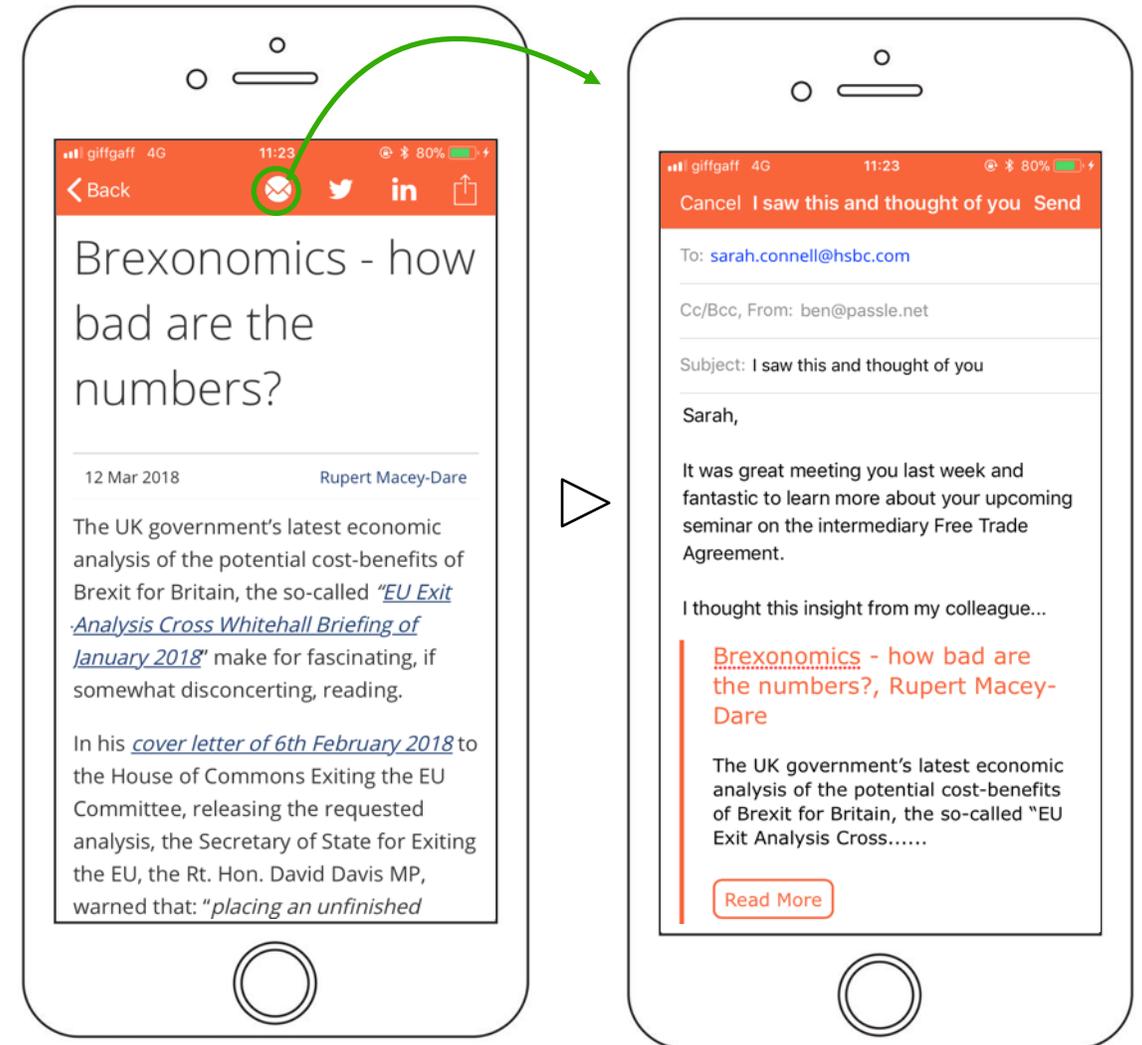
is a feature that facilitates the sending of content via email direct to key clients. ISTATOY emails have click-through rates over 51%, as the content is so pertinent to the recipient.

## **Email Newsletters:**

Passle can quickly create newsletters based on a selection of posts – created by tag, author and date selection. This can be used in your existing email system or via Passle’s own email system which reports back the click through email addresses directly to the authors

## **Internal Newsletters:**

Passle has a similar system as above but allows you to create internally focused emails which include sharing links to the social networks.

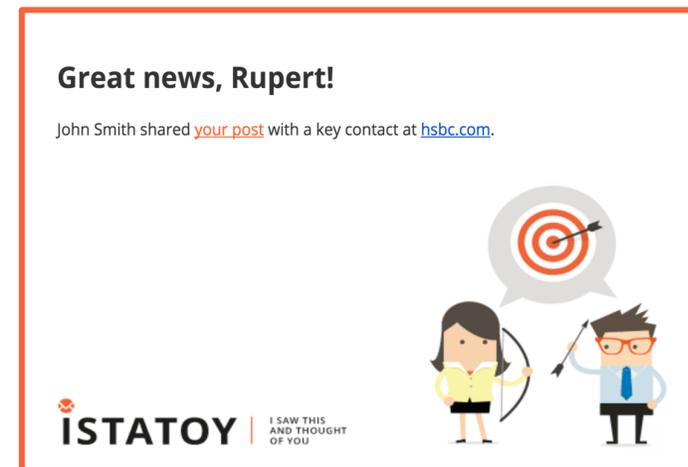
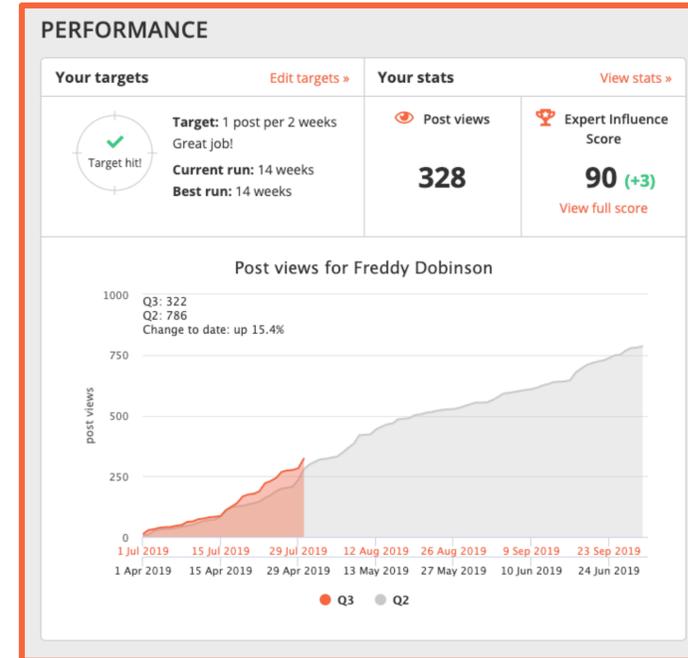


# FEEDBACK & STATISTICS

Since Passle facilitates each step of content creation and distribution, it is possible to report at a level of granularity unachievable by centralised systems. Passle authors are reported to on an individual basis so they can see not just vanity metrics like the number of reads their content received but also it's commercial impact. For example, authors can opt to be notified about who clicked-through to their post from a newsletter or which clients received their content from colleagues.

Authors can also measure their progress using the Passle Expert Influencer Score (EI Score)

Passle content can also be integrated with third-party analytics tools such as Google analytics, Pardot or Eloqua to give a single, centralised view of all content.



**Great news, Rupert!**

John Smith shared [your post](#) with a key contact at [hscb.com](#).

**ISTATOY** | I SAW THIS AND THOUGHT OF YOU



# LAUNCH, SUPPORT & GAMIFICATION

Passle has launched many hundreds of expert teams over the last 5 years. The “world class” Passle Client Success team uses a range of built-in tools to gamify the launch process, to guarantee your success.

The process sets KPI’s at the start so that you can track your success and there are ongoing scheduled calls and meetings to make sure the project is always on track.

Passle’s Client Success team will help you with advice, best practice and tips throughout your journey.

“it’s honestly the best thing... they are super helpful, really friendly, very organised and always on the ball...”

**Katie Hafner, Head of Marketing, Everis UK**

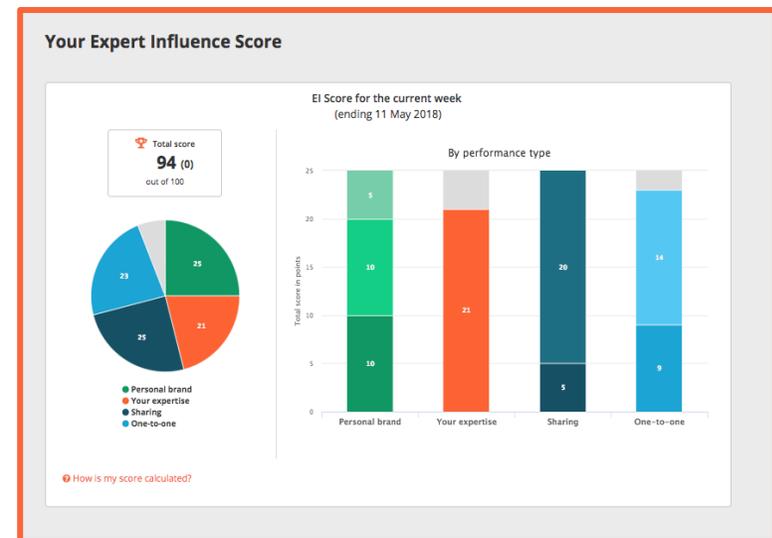
**Darryl Sparey** @DarrylSparey Following

If you run a SaaS business you almost certainly don't have the customer service ethic of [@passle](#). [@FreddyDobinson](#) and the team he's building are \*world class\* in terms of customer support and satisfaction. Other [#SaaS](#) businesses should take note...

11:42 PM - 22 Aug 2018

1 Retweet 9 Likes

1 1 9



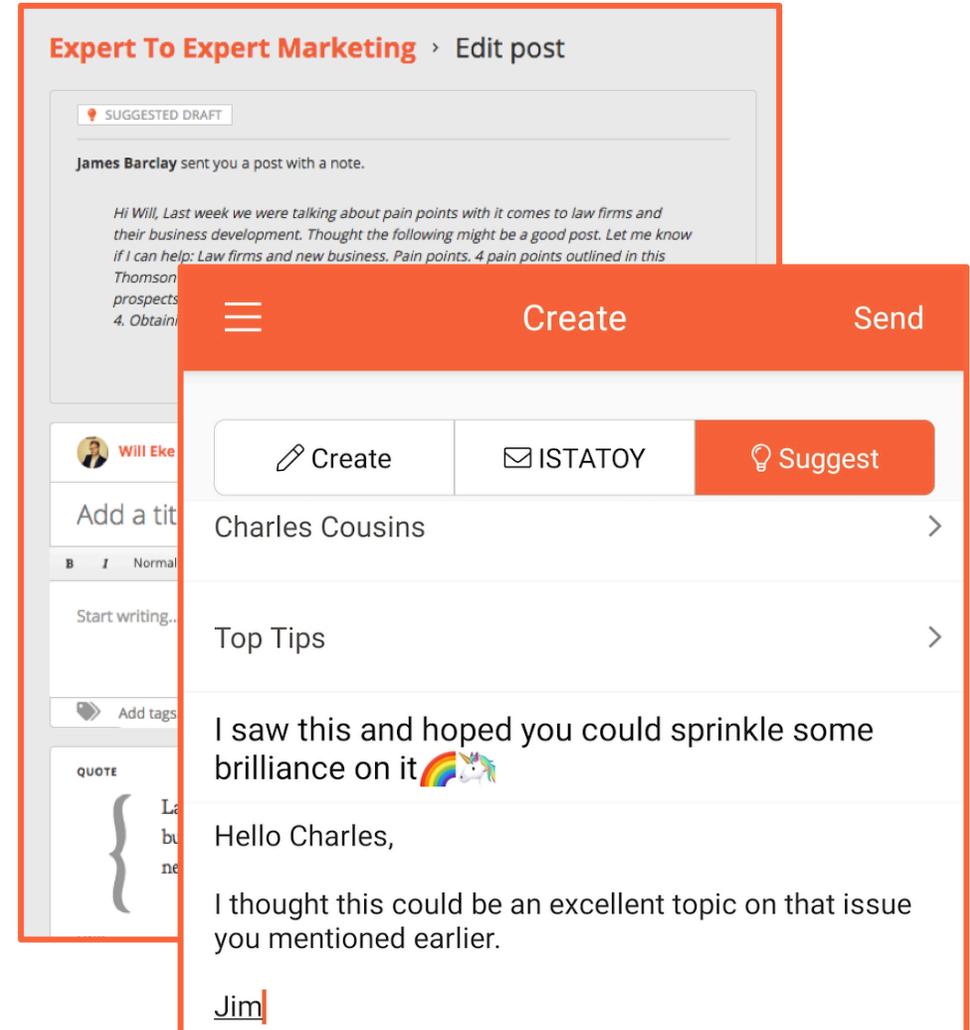


# SUGGESTING POSTS FOR COLLEAGUES

Using either the browser based interface or by mobile (iOS or Android) app, sales & client facing teams can use the Passle suggestion system to easily request content.

Suggestions, along with a note as to why this will be a useful post, are delivered to the potential author by email or through the Passle interfaces.

The suggestion process creates a draft post which can be easily found, finalised and approved. The “suggester” is notified when the post is published so the content can be delivered to the client, actively driving deals forward.



# CHANNELS AND SUBSCRIPTION SERVICE



Passle has a sophisticated tagging system assigned to posts. These tags can be grouped into channels to deliver the relevant content throughout the company, your websites and beyond.

Passle also has a channel subscription service which uses user-preference algorithms, based on channel selection and reader profiles, to send personalised and targeted content, ensuring that only relevant content is sent to potential recipients.

Employees and external users can subscribe to these updates to keep abreast of the latest thinking from across the firm on their key topics.

The screenshot displays a grid of six content channels, each with a '+ Follow' button and a grid of article thumbnails:

- FinTech:** Includes articles like 'Royally flushed down the toilet, or a royal flush...', 'The future of blockchain: Fintech 50 2019', and 'FCA consults on its cryptoassets regulatory...'.
- Insurtech:** Includes articles like 'Shame on you!', 'InsurTech Financings Got Bigger in 2018', and 'Blockchain's Occam problem'.
- Cybersecurity:** Includes articles like 'Volume of exposed consumer data surged...', 'When cybersecurity and competitiveness go han...', and 'Cyber and AI: Separating fact from fiction'.
- Augmented Reality:** Includes articles like 'VR: Not Just A Gimmick', 'Apple stepping up its AR game', and 'CES 2019 is making tech trends a reality'.
- Artificial Intelligence:** Includes articles like 'Blockchain's Occam problem', 'Data economy part 1: what's your data identity?', and 'Cyber and AI: Separating fact from fiction'.
- Banking:** Includes articles like 'Royally flushed down the toilet, or a royal flush...', 'Banking competition - towards stability or...', and 'Size matters. Prospects for European banks M&A'.

The screenshot shows a 'DAILY DIGEST' section with the following content:

- Stories for tom elgar**
- Today's highlights**
- Diagram:** A hand-drawn diagram with 'TRUST' at the top, branching into 'EMPOWERMENT' and 'ACCOUNTABILITY'. 'ACCOUNTABILITY' points to 'DIGITAL LEADERSHIP', which then points to 'VISION PASSION INNOVATION'. Below this, it says 'MOVING FROM [hierarchy icon] TO [network icon]'.
- Digital transformation: why leaders need to transform themselves first to drive success**
- Digital transformation is everywhere.** It's powering the growth of smart cities, advances in clinical care, and is even being touted by politicians as the Holy Grail to social and economic advancement.
- Kai Grunwitz in Cyber Security** ★ 4 min read
- When will computing be simple and secure for "normal" people?**
- The big task for management is to create a culture and leadership style to support autonomy, empowerment and active engagement.** It is not

# APPROVALS AND GOVERNANCE



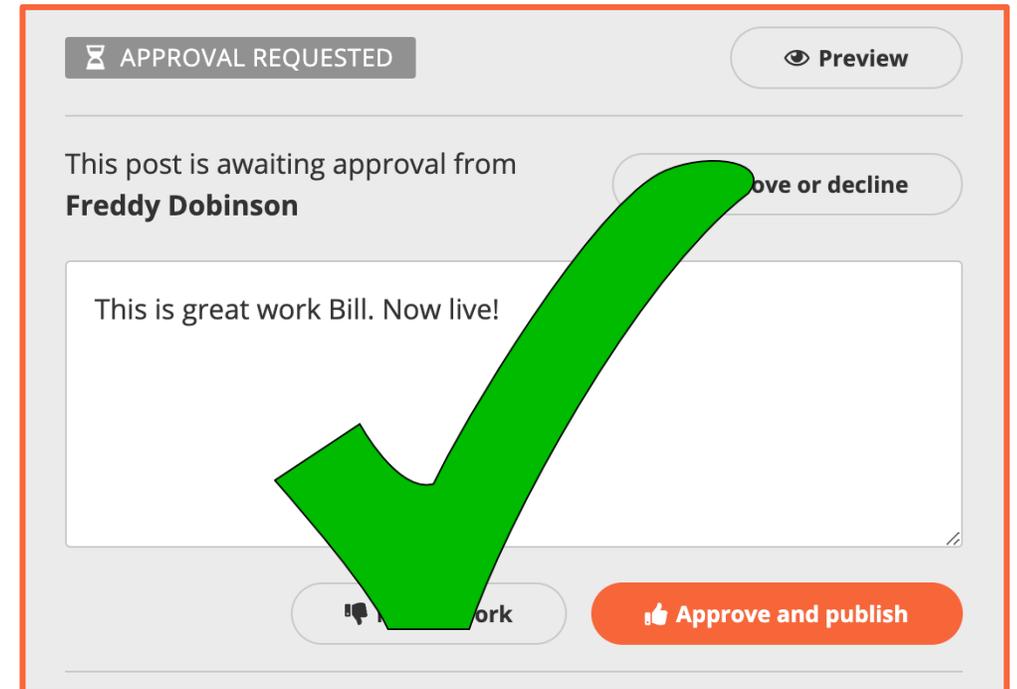
The Passle approval process ensures that content is published quickly but with control.

The approval flow, which works on both the desktop and mobile apps, can be defined and edited for each user-group, depending on their sensitivity and culture. Typically, the author simply selects from a pre-set list of approvers.

Approvers receive notifications when content requires their attention and there is a fail-over system, should they be unavailable.

A messaging service gives feedback to the author when their content is published.

This robust set-up is able to manage approvals at scale whilst keeping the process simple for the users.





# WEBSITE INTEGRATION

All content created, in whichever format can be published to website is which design that is required. The design is completely customisable.

The "integration" required is very minimal with only the DNS record for a sub-domain required.

If required, there is also a suite of APIs and other feeds to deliver content from Passle across other parts of the firm's website, into intranets or other third-party environments.

**Deloitte** Search Services Industries Careers

## Can obsolete IT systems threaten a bank's cyber security?

23 May 2019

Regulators at the **European Central Bank** are concerned that old systems are putting banks at higher risk of a cyber attack.

**Co-author**  
Quentin Mosseray

Legacy IT systems create **at least three tricky issues** for firms:

- **Complexity:** their patchwork architecture and interactions with other systems is not always well understood
- **Talent:** the expertise needed to modify systems based on out-of-use technologies is dwindling fast
- **Cost:** old systems are sometimes very expensive to maintain, as they can require frequent updates

This creates a higher risk of a cyber attack (sometimes with serious consequences) for cyber adversaries.

In the UK, financial regulators are highlighting the importance of security for digital assets. The underlying technology, the blockchain itself, is secure. For example, the technology underpinning Bitcoin has two fundamental components which the MIT Technological Review points to as ensuring each transaction on the chain is valid: a "cryptographic fingerprint" which identifies each block, and a "consensus protocol", in which each other computer in the network verifies that the fingerprint is valid and update their own records to show any new blocks. In short, even if you can generate a false but acceptable fingerprint, there is no guarantee that the other computers will actually accept it and add it to the chain.

Those who invest in cryptocurrencies should be well aware of the potential losses that their investment might face. It's barely been a year since the value of large chunks of the market fell by around 80%, so investors are used to the concept of volatility. However, what is only just getting more media attention is that the storage of cryptocurrencies and other digital assets is a fundamental part of the security question.

The Binance hack mentioned above is only the latest large exchange to have suffered such an attack, and

**HOWARD KENNEDY** PEOPLE EXPERTISE INSIGHTS ABOUT US CAREERS

## Hiding your digital assets in your digital mattress

19/06/2019

**Get in touch**  
Adam Fellows, Trainee Solicitor

Want to hear more from us?  
SUBSCRIBE TO E-ALERTS

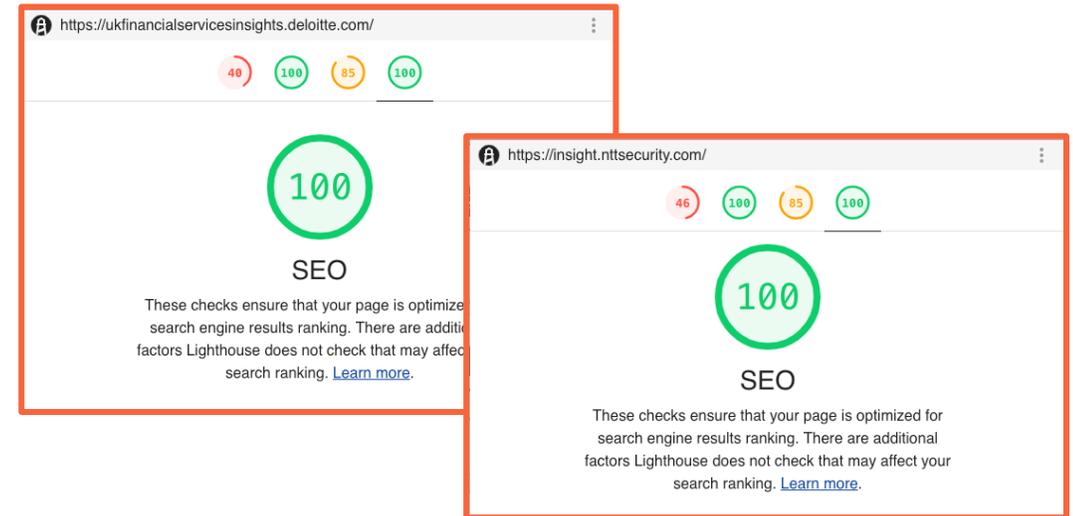


# SEARCH ENGINE OPTIMISATION (SEO)

As a SaaS platform, Passle has introduced optimisations over time such that all content hosted by Passle is able to achieve a **100% SEO** score from Google's [web.dev](https://web.dev) service. Web.dev assesses the technical search optimisation of a web page.

All content hosted by Passle will rank as highly as technically possible, when searching on Google.

In addition, Passle has an interface so that SEO experts can manually optimise their content. They can, for example, ensure the meta-description is one that invites the searcher to look further.



**100%**  
from Google



# HOSTING, RESILIANCE AND SECURITY

Passle passed the Cyber Essentials Plus certification in June 2019.

All data is encrypted at rest and in transit. Passwords are stored with a one-way hash. All passwords are required to be complex. If required, user logins can enforce a 2 Factor Authentication protocol.

Full penetration tests are conducted regularly – the last was in 2018. The next will be before the end of calendar year 2019.

Passle is hosted by Amazon Webservers in the USA & Ireland with failover processes in place. AWS has achieved ISO 27001 certification and has been validated as a Level 1 service provider under the Payment Card Industry (PCI) Data Security Standard (DSS).



# ABOUT PASSLE

Passle is trusted by global advisories such as Deloitte and EY, top law firms such as DLA Piper, Freshfields and Linklaters and large corporations such as NTT & Hitachi Consulting.

In every case, the challenge addressed is that the core competence of the firm being demonstrated lies in the knowledge of its experts.

Passle was founded in 2012. It is a UK company with offices in London and Oxford.



## THE **BEST PLATFORM** FOR THE WORLD'S FINEST MINDS

