



CONFIDENTIAL

INTERNAL STRATEGY REVIEW

ODAS

Omni Digital Asset System

The foundation for multi-department digital marketing, social engagement, and scalable content production.

Highest Quality Labels — Lowest Prices

June 2026

EXECUTIVE SUMMARY

ODAS turns ad-hoc content creation into a multi-front digital engine

ODAS centralizes every Omni marketing asset in one categorized, version-controlled system.

Every department — HR, Sales, Operations, Leadership — contributes and reuses content, not just Marketing.

Structured assets make ODAS automation-ready: auto-tagging, sorting, campaign assembly, and weekly generation.

Modular campaigns cut production time by an estimated **50–70%** while improving consistency.

The result is a modern, scalable digital presence built without adding headcount.

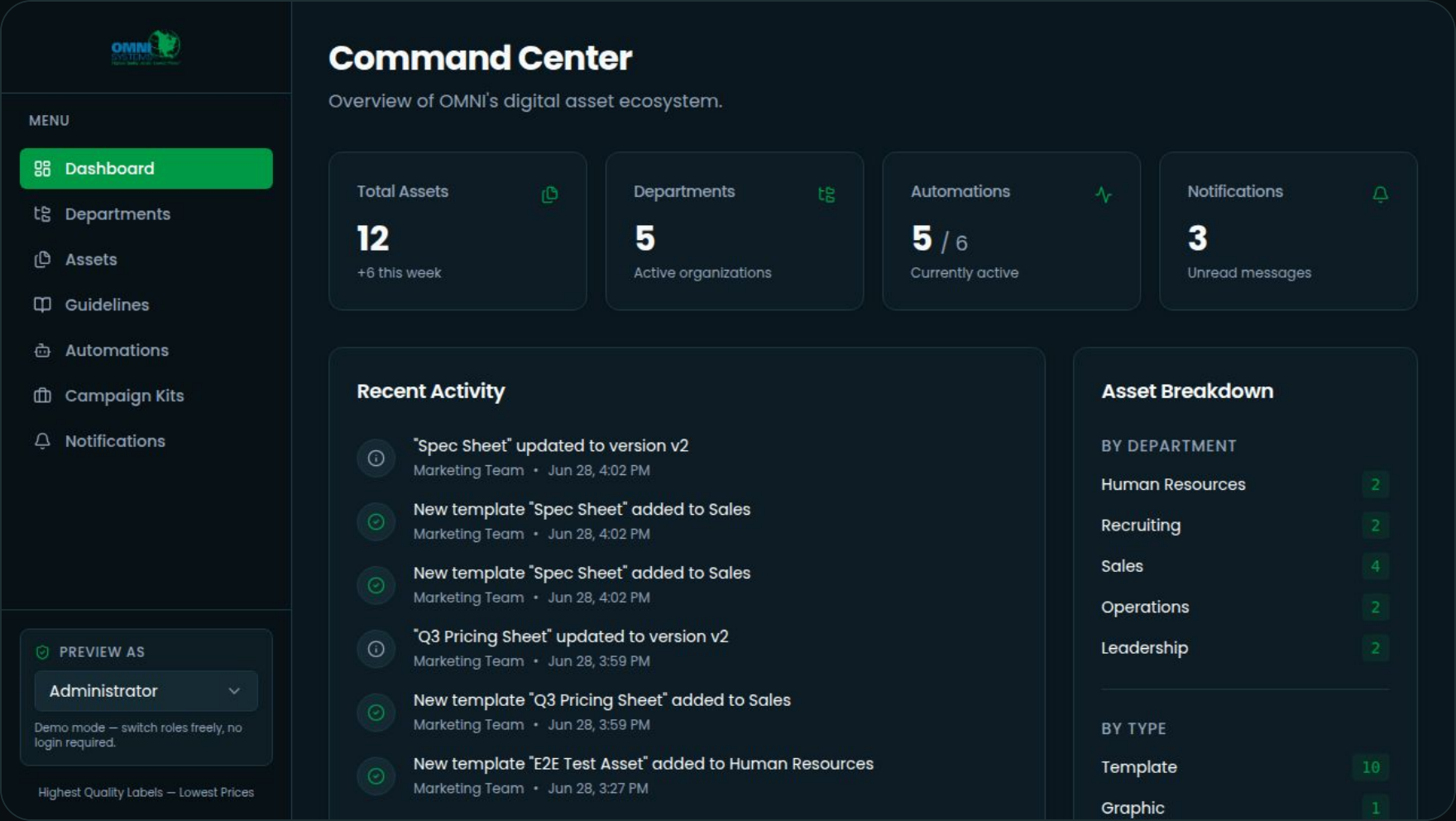
ODAS centralizes every marketing asset across Omni in one system

A lightweight DAM prototype built for Omni's workflows.

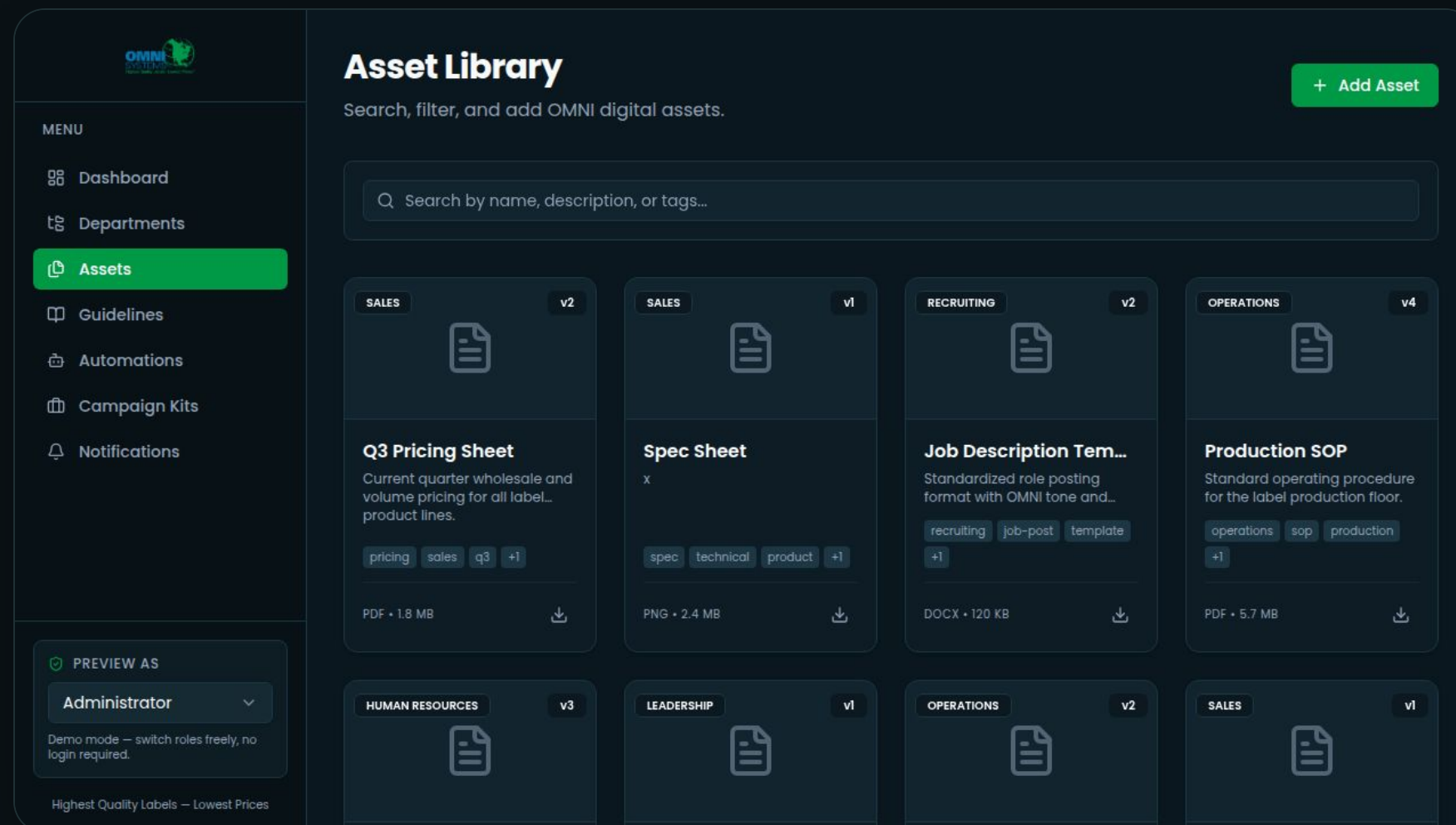
Organizes brand, recruiting, sales, operations, leadership, and internal assets.

Templates, frameworks, and automation inputs in one place.

A version-controlled archive keeps every asset current and traceable.



Every asset is categorized, versioned, and instantly searchable



Filed by department and type — template, graphic, video, or copy.

AI auto-tagging makes the full library searchable from one bar.

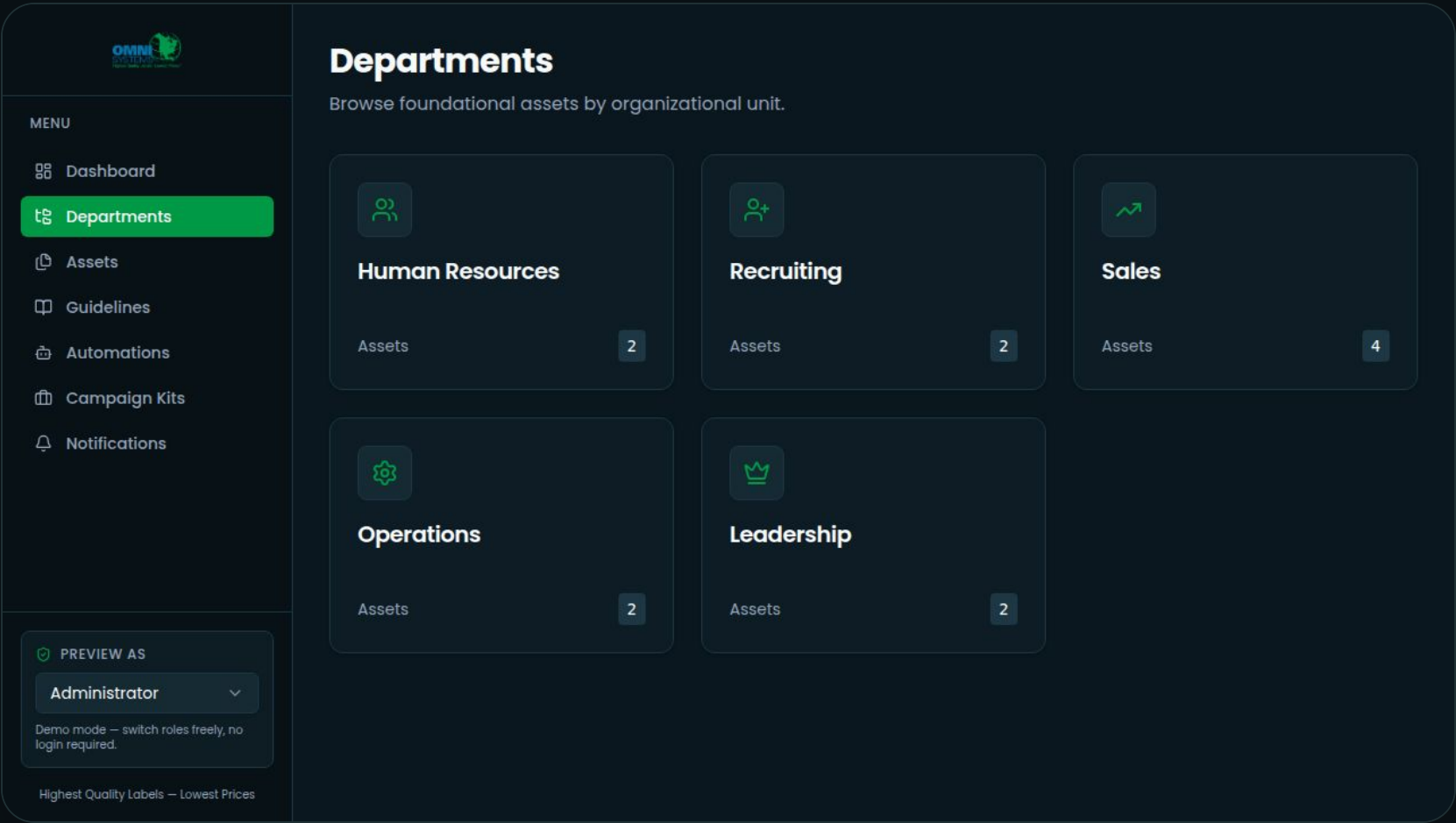
Version badges track every revision — nothing lost or duplicated.

Each asset carries usage notes, file details, and a source link.

Every department gets a workspace and a way to contribute

ODAS becomes the shared backbone connecting every team.

HR	Recruiting & culture posts
Sales	Case studies & outreach
Operations	Process visuals & wins
Leadership	Thought-leadership
Marketing	Campaigns, social, brand



ODAS runs marketing on six fronts at the same time

Instead of one team producing everything, ODAS enables parallel content streams across the business.

01 Social media presence

02 Recruiting campaigns

03 Sales enablement

04 Operational storytelling

05 Leadership branding

06 Internal communications

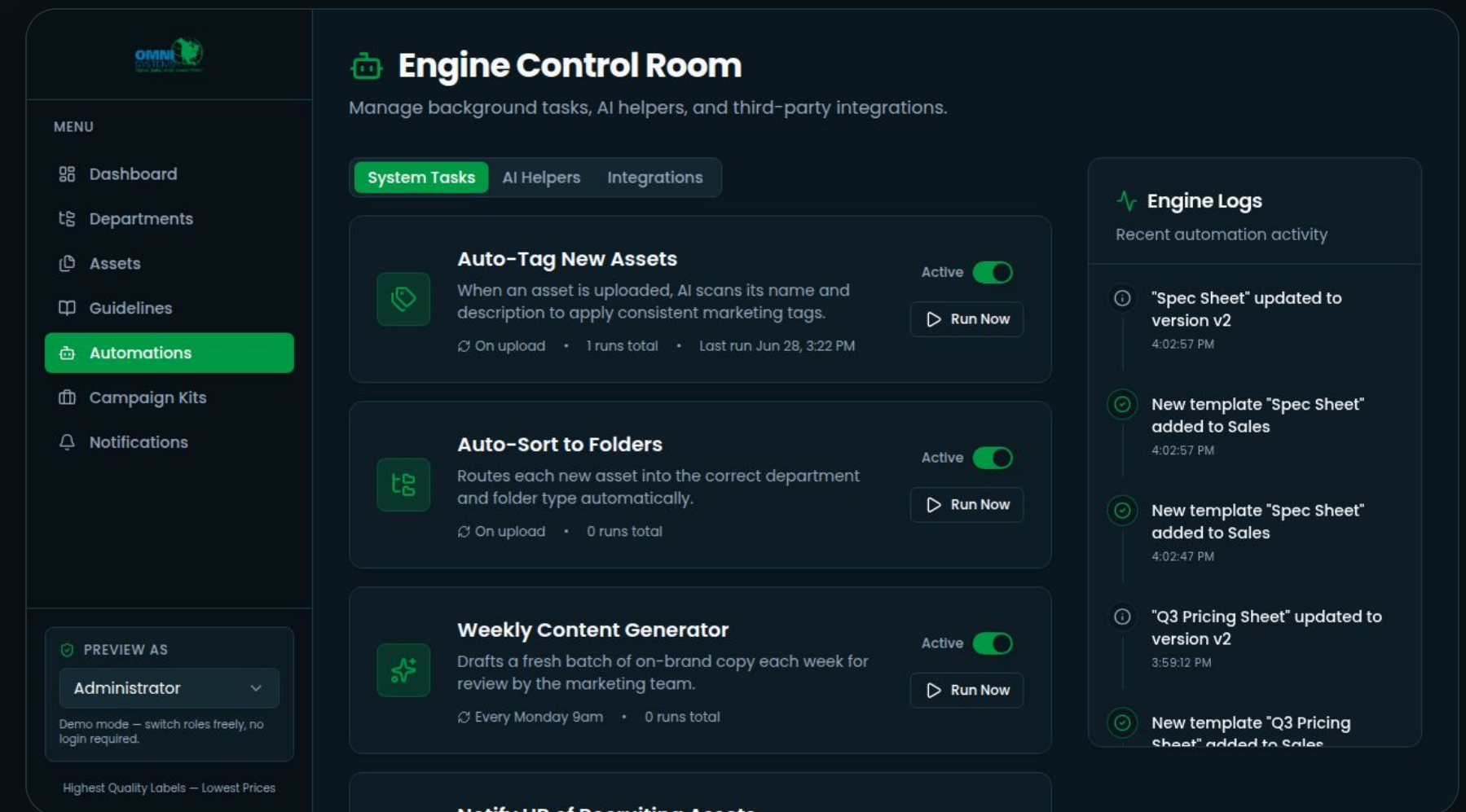
Automation lets Omni scale content without adding headcount

Structured assets let ODAS act on them automatically.

Auto-tag new assets and auto-sort them into the right folders.

Auto-assemble campaign kits and notify the right departments.

Weekly content generation and CRM sync, integration-ready.

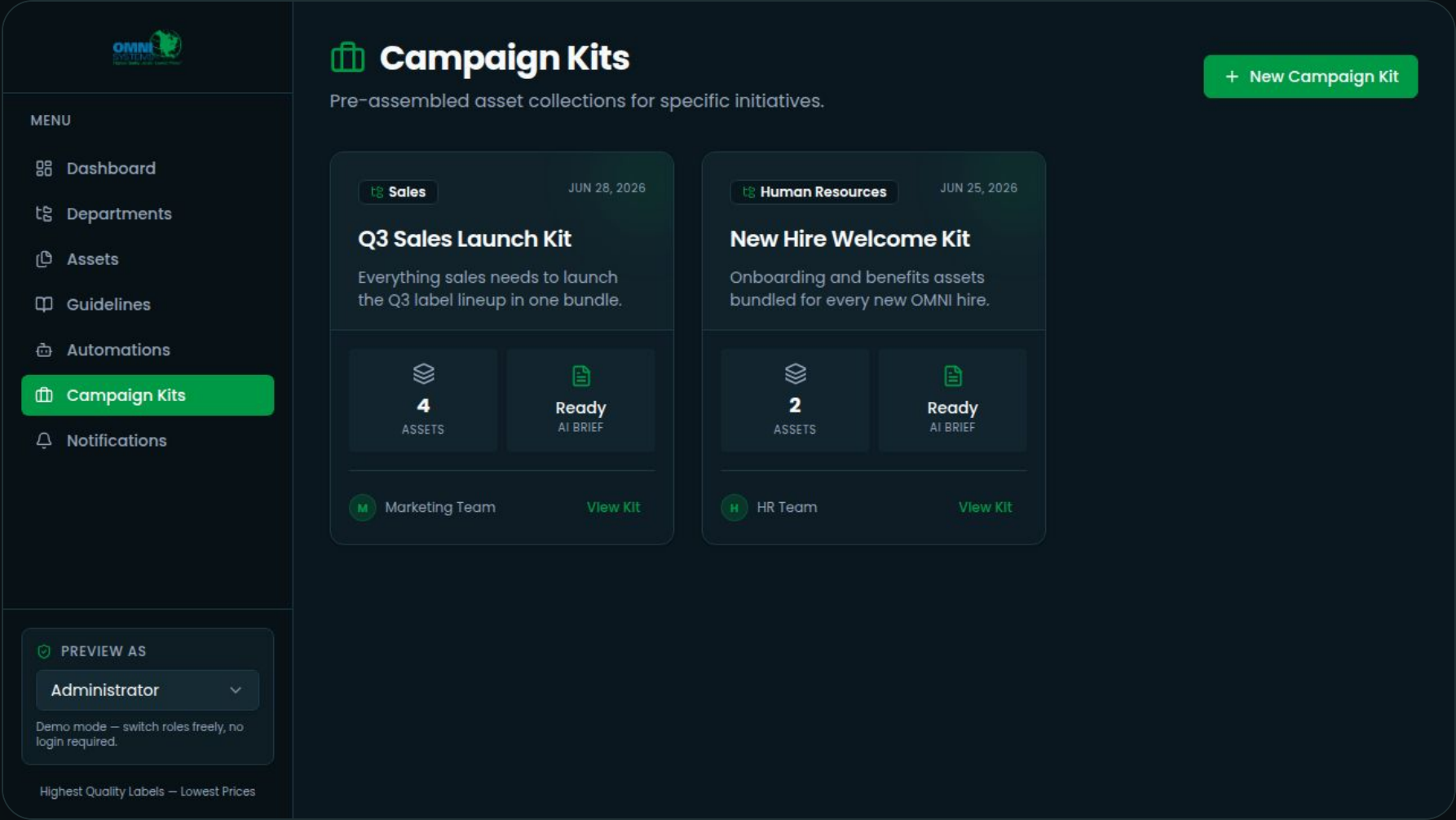


Modular campaigns cut production time by an estimated 50–70%

Campaigns become modular — grab a template, drop in assets, publish, repeat.



≈ 50–70% less production time per campaign



Source: Omni internal estimate; baseline indexed to 100.

Multi-department content flows into every channel

DEPARTMENTS UPLOAD

Operations → wins

HR → culture moments

Sales → customer stories

Leadership → insights

**Marketing
transforms**

MARKETING PUBLISHES

LinkedIn posts

Case studies

Recruiting campaigns

Sales materials

Internal announcements

ODAS positions Omni to modernize, engage, and scale

Modernize its digital presence

Increase social engagement

Produce content faster

Strengthen recruiting

Support sales

Showcase operational excellence

Build leadership visibility

Reduce workload on marketing

Scale without adding headcount

ODAS gives Omni a centralized, categorized digital asset system that every department can use. It lets HR, Sales, Operations, and Leadership contribute content, while enabling marketing to run multi-front campaigns across social, recruiting, customer acquisition, and internal communication. It's a full DAM prototype built specifically for Omni — lightweight, scalable, and automation-ready.