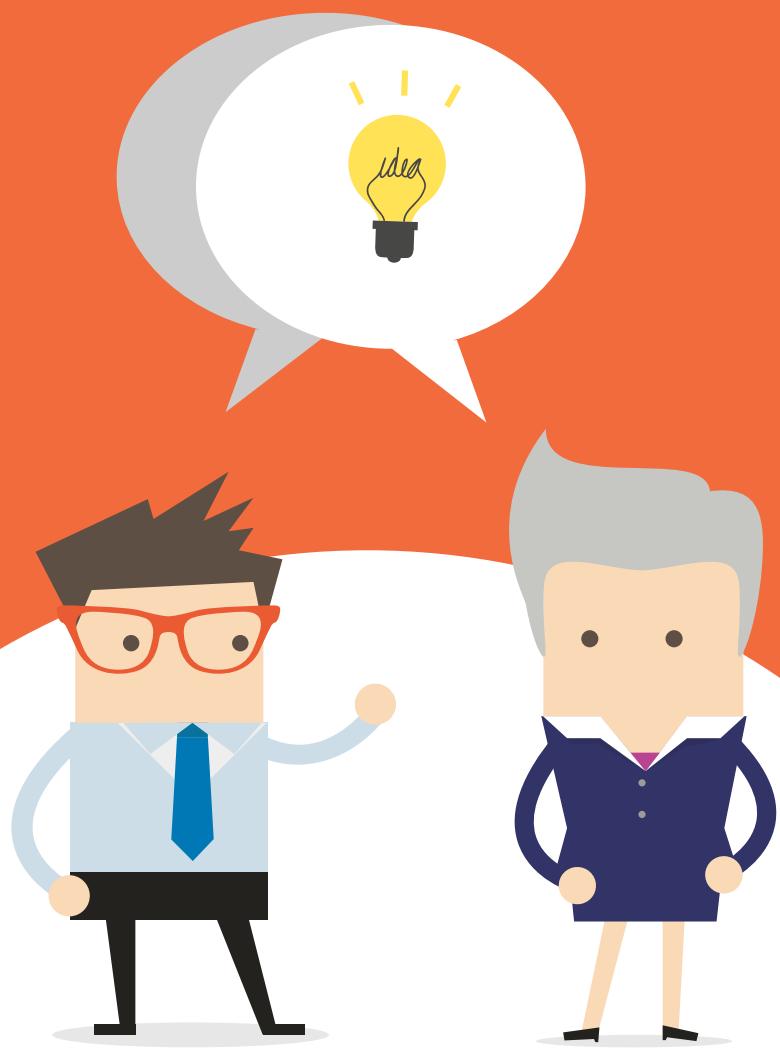




# THE #1 SALES & MARKETING PLATFORM

FOR PROFESSIONAL SERVICES



# A PURPOSE-BUILT PLATFORM FOR PROFESSIONAL SERVICES

Professional services are different. Their markets, clients and ways of doing business require specialised solutions.

We've built Passle over the last 7 years with one overriding purpose. To be **the best platform for the world's finest minds.**



**Nigel Walsh**  
Partner

**Deloitte.**

“  
It's so important that the insights and experience of our subject matter experts can be demonstrated in an authentic and timely way to the market.

Passle has fundamentally changed the way that Deloitte communicates with clients.

“  
Passle is a great tool to help time-poor professionals to quickly and easily create and share content. We've got it up and running at Lodders Solicitors and it's had great feedback - including an 800% increase in LinkedIn traffic and several new prospects.



**Hillary Campton**  
Head of Marketing

*Lodders*  
solicitors



Freshfields  
Bruckhaus  
Deringer

**ReedSmith**

**WALKERS**

**EY**

**C'M'S**  
Law. Tax

**BDO**

**A&M**

**Linklaters**

**Deloitte.**

**ROPS & GRAY**

**DLA PIPER**

# ENABLE YOUR EXPERTS PRODUCE TIMELY & AUTHENTIC CONTENT

Give your Experts all the tools they need to demonstrate their knowledge. By removing all the barriers and providing slick processes, your experts can produce highly relevant and targeted insights in just 20 minutes.

That's our secret sauce. We've done this for partners and experts from many of the world's leading professional services firms.



A expert can go from inspiration to publishing in less than 20mins.



## Commentary tools

Create anywhere including mobile.



## 1,000,000+ images

Create beautiful content without hassle.



## Approval process

Feedback for individual authors, managers & executives on the effectiveness of their insights.



## Suggest

A slick workflow to request timely content from your authors.



# POWER YOUR WEBSITE

# SHOWCASE DYNAMIC EXPERT INSIGHTS

Passle content sits in a dynamic content hub as part of your website. The content can feed through to anywhere on your website, enriching pages such as sector landing pages and the homepage with expert driven, client-focused market commentary.

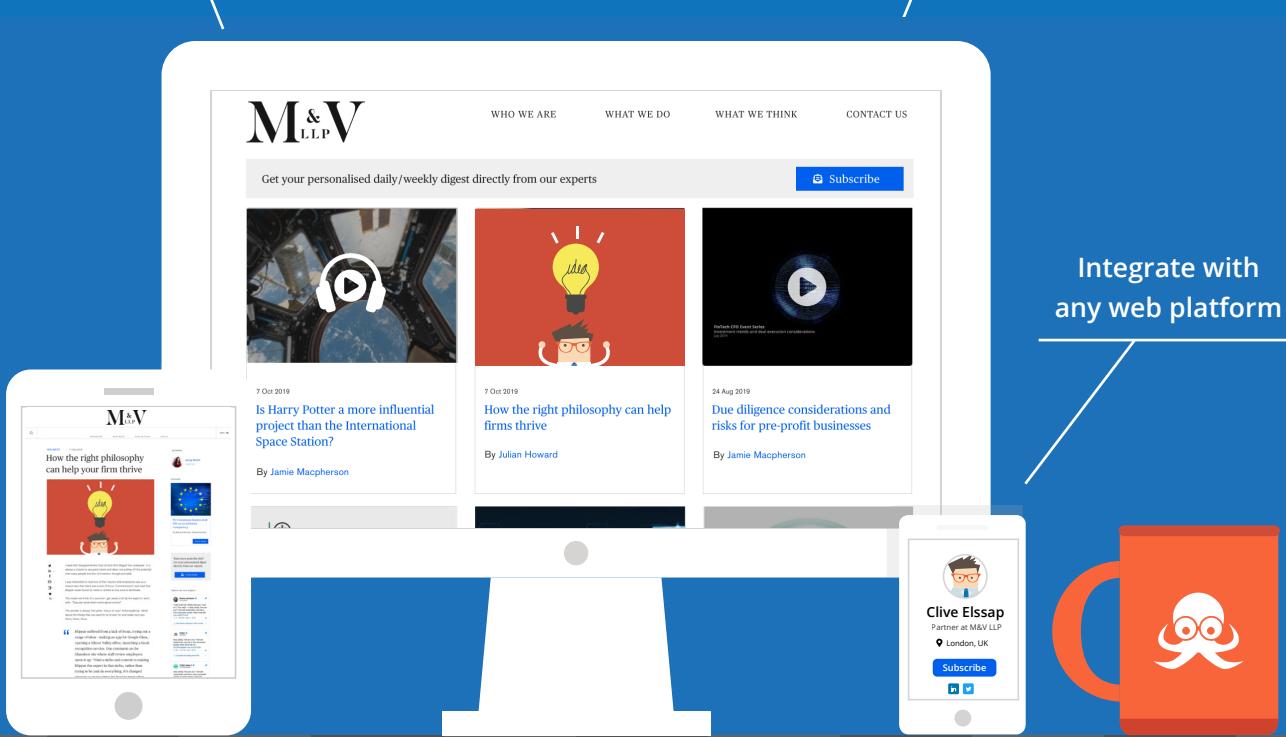
16x

Passle users create 16x more content than the average expert in professional services.

Flexible & optimised out-of-the-box

Fully customisable API

Integrate with any web platform



# PUBLISH

Using Passle, experts can easily create...



Blogs



Videos



Podcasts

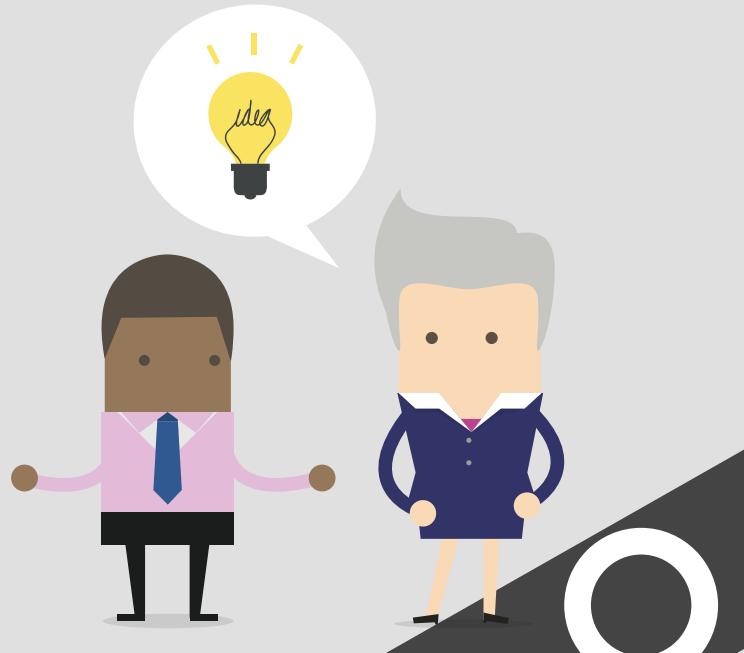


Whitepapers

# LEAD THE CONVERSATION REACH YOUR CLIENTS & PROSPECTS

Your clients and prospects want to hear from you. They need someone to explain what is happening in the market and what threats and opportunities exist in the current landscape.

If you aren't demystifying these complicated subjects for them – they are going to look elsewhere for information.

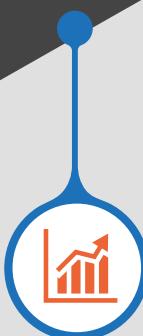


## Client Connect

Automated, AI powered, user interest driven communications.



# ENGAGE



## Reporting & Gamification

Feedback for individual authors, managers & executives on the effectiveness of their insights.



## Employee Advocacy

One click sharing to any social media.



## ISTATOY

1-2-1 client communications.  
(I Saw This And Thought Of You)

**3x more**

Users who write their own content post to LinkedIn 3x more after using Passle.



# OUT OF THE BOX SUCCESS

# ZERO RISK - IMMEDIATE RESULTS

You're not buying a project when you choose Passle. Rather than being built from scratch every time, Passle is ready to deliver for your firm now.

Because the platform is being constantly improved for everyone, all our clients benefit from development driven by the world's leading professional services firms.

Passle can be launched and live in a single day with your authors up and running straight away. Our Client Success team have mastered this process through working with dozens of firms like yours. They will train your experts and help you all the way through the process.



**Darryl Sparey**  
Business Development  
Director

**HOTWIRE**  
THE GLOBAL COMMUNICATIONS AGENCY



**Darryl Sparey** @DarrylSpar... · Aug 22, 2018

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...

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10



## GET IN TOUCH

FOR A 15 MIN DEMONSTRATION