

New CI HUB Drive enables DAM access on desktop

July 8, 2024 - Frankfurt, Germany



[CI HUB](#), the market-leading DAM connector, has today launched **CI HUB Drive**, which enables users to access assets stored in digital asset management (DAM) systems directly from their desktop. CI HUB Drive works by virtually mounting the company's asset management systems in the MacOS Finder and Microsoft Explorer. This enables users to locate, use and synchronize files without leaving their desktop.

"Most companies don't get the most from their DAMs because employees find it difficult or inconvenient to log in and access what they need. But with CI HUB Drive, DAM assets and data are available right on their desktop," said **Andreas Michalski, CI HUB Founder and CEO**. *"By integrating CI HUB Drive into the most commonly used tools, MacOS Finder and Windows Explorer, there is zero training needed. This will significantly improve the adoption rate and company-wide use of DAM assets and data, making them a go-to hub for content, rather than simply an asset repository."*

CI HUB Drive can connect multiple data sources simultaneously, providing a single desktop connector interface for DAMs, PIMs, MAMs, and stock image providers, as well as the most common cloud storage services such as SharePoint, Dropbox, Google Drive and many more.

The app also enables real-time multi-threaded file synchronization, meaning that edits made to assets locally on the desktop will be updated on demand in the original DAM or drive where it is stored. CI HUB Drive also replicates the permission-based access to folders within the DAM system, ensuring that users can access the correct files based on existing roles and rights within the connected system.

"Everyone within a company is a potential content creator, and employees are accessing files from multiple sources every day," said **Gerd Glaser, CI HUB CSO**. *"However, each system has a different log-in, interface and search function. Using CI HUB Drive eliminates the time-consuming processes of accessing and transferring assets between drives, tools and work management platforms. Now, users can access the company assets they need as easily as a personal drive folder linked to their desktop."*

The new CI HUB Drive complements the existing CI HUB Connector plugin, which already enables users to seamlessly access their digital asset libraries within the most popular work apps such as Microsoft 365, Adobe Creative Cloud, Figma, SharePoint, Google Workspace, Salesforce Marketing Cloud, and dozens more.

ENDS

About CI HUB

CI HUB is the industry standard in-app connectivity software. Manage and use content from source systems like DAM, PIM, cloud storage, stock provider, and work management systems within your favorite apps intuitively. Founded in Germany in 2018, CI HUB software is used by clients like Ford, Zurich, T-Mobile, FedEx and hundreds more as an integral part of their creative workflows.

CI HUB software is available for apps from Adobe Creative Cloud, Adobe Express, Microsoft Office 365, Salesforce (marketing cloud) and Google Workspace, as well as for WordPress, SharePoint, Figma, or Sketch, and it allows multiple connections. Whether you work in the creative department, as a brand manager or owner, in planning, sales, legal, or digital rights management – you can access verified and compliant content in real-time from anywhere in the world.

Accessing source systems via a web browser was yesterday. Accessing content and tasks within applications is the new way to work. The CI HUB Connector family includes CI HUB Connector Professional, CI HUB Connector Corporate, and CI HUB Drive. Learn all about them [here](#).

PR Contact:

CI HUB GmbH
Michael Wilkinson
mw@ci-hub.com
www.ci-hub.com