
PMU trusts Orphea for its brand center

The PMU has launched its Brand Center set up with Orphea.

This platform, dedicated to the authorized users, allows them to find the various useful tools to enhance the Brand PMU.

The highlighting of the Brand new ingredients, the presentation of the spirit of the brand, the powerful search tool and fast download allow a saving time for users!

A flow of import and of personalized and optimized classification (indexation of the data) was set up between the teams of the Brand Department of the PMU and those of Algoba.

The Brand Center PMU joined the 50 clients who are hosted in the optimized and secured Orphea datacenter: L'Oréal, Engie Group, SUEZ Group, BPCE, Mondadori Italy...

The Orphea datacenter has about 100 million stored, synchronized and backed up media.

The PMU is the first operator of Paris in Europe.

