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Digital Asset Management

Managing the complexity of digital assets to support your business

Product images, streaming video, sound bites, logos, Flash animations, presentations, web pages—these days, digital assets are ubiquitous. They're used by companies in all industries to promote products and services, educate employees, attract customers, and establish global brand recognition. For any one company, all of this rich media represents a significant intellectual and monetary investment. Yet rich media files are typically stored in content "silos" where they're difficult to access. As a result, the full value of this intellectual property is often untapped, and the return on investment in digital assets is a fraction of what it could be.

That's why organizations of all types are turning to digital asset management solutions, such as those offered by EMC®. The EMC Documentum® digital asset management solution allows you to maximize the value of digital assets. Much more than an enterprise repository for digital images, the solution provides powerful features such as the ability to manage Microsoft PowerPoint slides and presentations, and specialized capabilities for areas such as audio, video, Flash, and CAD images. It also meets the needs of all businesses that deal with rich media files on an everyday basis.

In fact, effective management of digital assets is central to many common business processes. Some of the ways in which the Documentum digital asset management solution has helped organizations include the following:
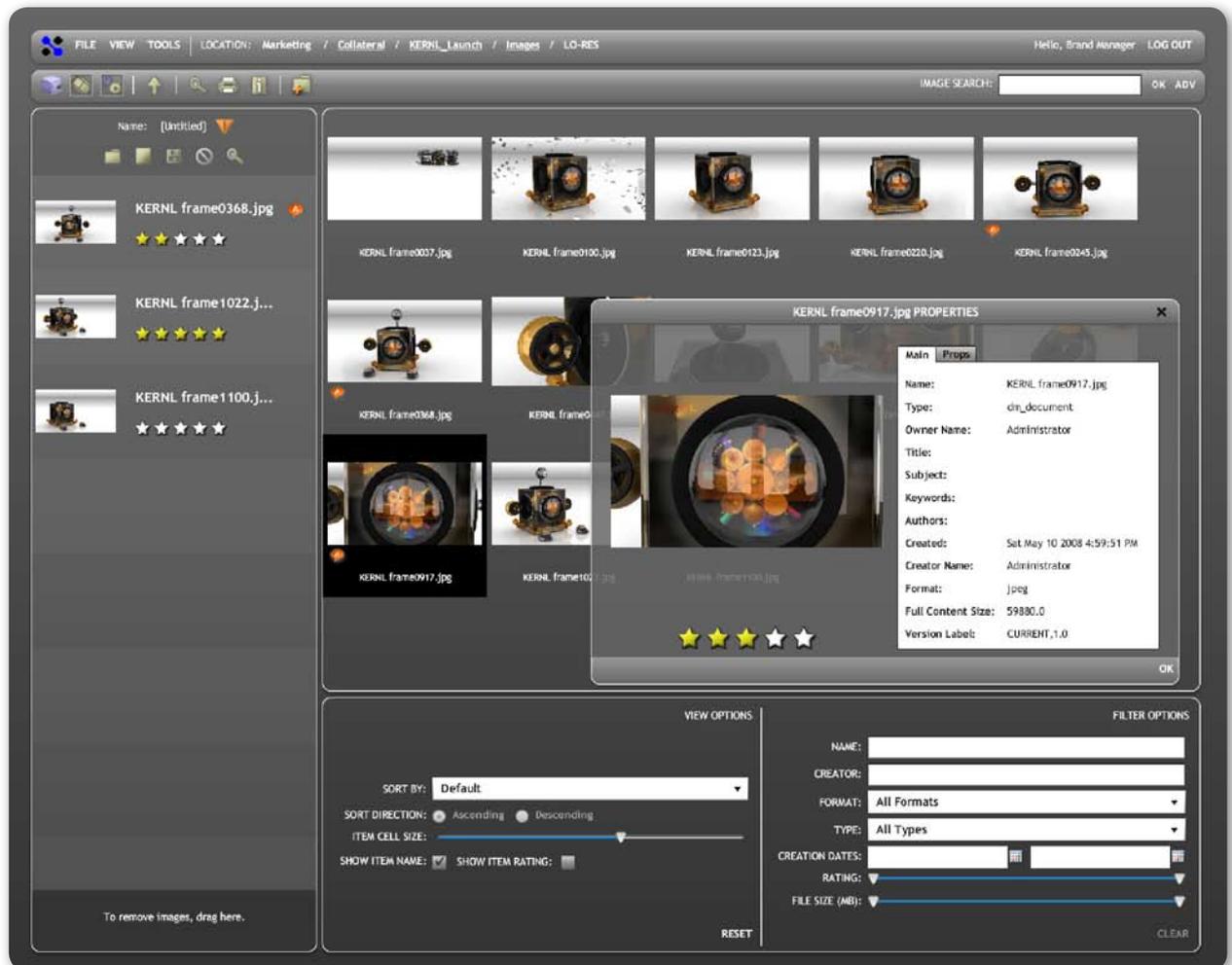
- A large retail chain with a high-volume website and stores throughout Europe and the US can more carefully control its brand today, ensuring consistency at every outlet while tailoring advertising for a multilingual audience and specific regions. The company can also leverage music and video content on its website in conjunction with ad spots that appear throughout its market.

- A cosmetic company launching a new product line and business unit can now quickly create and deploy a whole new set of logos, graphics, fonts, colors, and visual images of all types. With its ability to ensure uniformity across multiple corporate and product websites and all printed pieces (such as brochures, letterhead, trade show signage, and advertising), the company can guarantee a consistent customer interaction at every touch point.

- A major consulting organization has built a corporate repository for all its presentations to support the field. Salespeople can now access the latest and greatest information at all hours from all locations.

- An equipment manufacturer with numerous and complex reseller relationships can push out new product information to each partner—bundling text, photos, and even instructional training video for both customers and sales staff. Tracking distribution and versions allows the manufacturer to quickly provide updates to this content when new models are released.

What's at the center of each of these processes? A set of capabilities and a comprehensive technical solution that elegantly manage digital assets. For your own organization, you can select the digital asset management capabilities that are most applicable to your specific needs—from controlling brand assets to managing audio, video, and CAD images. For more details on a broad range of solutions, see the following sections:

Images—Maximizing value through controlled management and easy access

- Makes it easy to find images
- Increases the reuse of images
- Ensures images are always in the right format
- Facilitates collaborative processes involving images
- Allows images to be easily collected, compared, and annotated
- Centralizes access to all images

EMC Documentum Media WorkSpace, an extension to EMC Documentum Digital Asset Manager, is a highly dynamic and customizable Web 2.0 user experience that is optimized for an image-centric workflow

Business challenge

Still photography, product shots, logos, and artwork are used extensively when creating websites, product brochures, and presentations. Organizations produce and use a significant amount of images, and access to this content from across the enterprise is critical to a multitude of initiatives. Yet the task of finding and reusing these images is difficult because they are often stored in silos—CDs, DVDs, and local and network drives. Compounding the problem is the fact that the same image may exist in many formats and dimensions. The number of images stored across an enterprise can rapidly grow into what seems like unmanageable chaos.

Business solution

To leverage the investment made in creating images, organizations need a way to make them easily accessible, easy to find, easy to view, and easy to use on diverse projects. By establishing a repository for images (a corporate stock image archive, product shot library, or artwork repository, for example), organizations can provide an official, centralized source for all images, reducing the time and effort it takes to utilize them in projects.

Centralized, collaborative image storage and management

The EMC Documentum digital asset management solution provides a centralized, collaborative environment for intelligently storing and managing all images across an enterprise. The solution includes the following features and benefits:

- **Image metadata extraction**: Locate images faster with support for popular image metadata standards such as IPTC, EXIF, and Adobe XMP, in addition to media properties like color profiles, height, and width.

- **Image details**: Track additional context such as the subject and owner of an image, usage restrictions, and permissions.

- **Enhanced image preview**: Leverage inherent thumbnailing capabilities and "quick preview" renditions to easily view images when browsing folders and searching.

- **Image relationship browsing**: Navigate to all renditions associated with any particular image such as a low-resolution or web-ready version of a file. Detect and navigate relationships between assets to quickly determine when and where an image has been used before, such as an ad or product brochure.

- **Image collections**: Create and manage ad hoc groups of images which can be shared with other users, downloaded, or transformed into specific formats—making it easy to work with all content related to a particular initiative or project. Manage the details of your activities alongside other rich media using rooms, discussion threads, contextual folders, and notes.

- **Image comparison sets**: Create and share sets of images in a grid, vertical, or horizontal full-screen comparison, allowing teams to quickly choose the right asset from a group of options.

- **Image annotation**: Quickly describe changes to images visually using built-in image annotation capabilities. Simply draw on the image and attach a note describing your comments and position it next to the area for review. The annotations are stored independently of the source image so the team can collaborate without worry.

- **Image transformations**: Render additional file formats automatically or on demand. Files are converted, for instance, from high-resolution TIFF images for print to low-resolution, web-ready JPEGs.

- **Bulk import**: Automate importing and attributing of large volumes of images into the image repository while enforcing corporate standards.

Recommended EMC Documentum products

EMC Documentum Digital Asset Manager

EMC Documentum Media WorkSpace

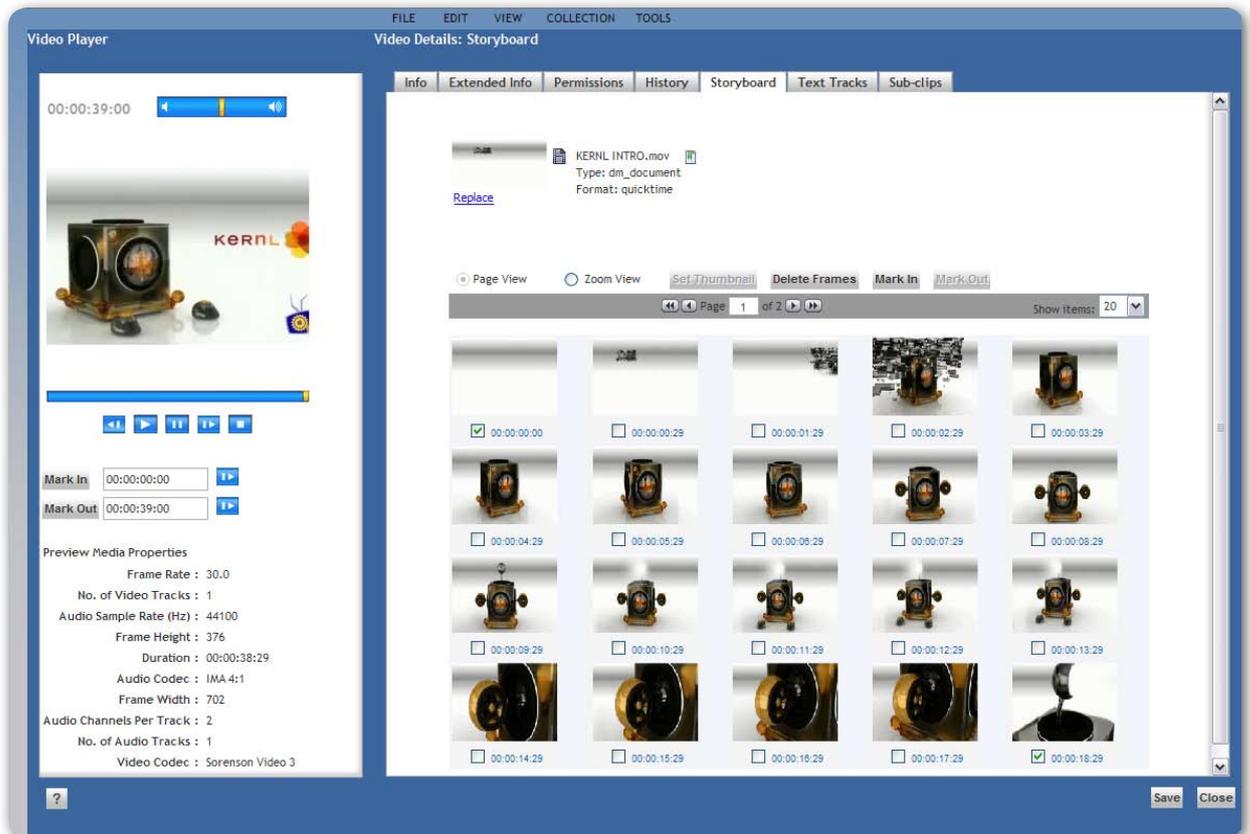*EMC Documentum Media Transformation Services*

EMC Documentum Collaborative Services

EMC Documentum Import Manager

Video—Intelligent management of this unique and high-value asset

- Makes it easy to locate video content

- Provides enhanced preview for video

- Intelligently handles large video files

- Automatically generates bandwidth-sensitive video formats

- Facilitates effective collaboration on video content

- Controls how and where video is stored

The video details feature within EMC Documentum Digital Asset Manager allows users to stream video directly to their browser from the Content Server, view the key frames of the video, extract subclips, and look at the text tracks (including annotating the video)

Business challenge

Organizations that rely on video content for their business processes often find it difficult to reuse and repurpose because of its unique nature. Efficiently locating video content—such as finding a particular clip with a specific product close-up—can be a slow and arduous process, especially when the storage media can be a computer hard drive, a network drive, or a DVD. And once the video has been located, the large file size makes it difficult to preview and collaborate on.

Business solution

To overcome the obstacles associated with video, it is necessary to manage large video files on networks with limited bandwidth and to create an environment in which video is easy to review and work with.

Video accessibility and collaboration

The EMC Documentum digital asset management solution provides a platform and web interface that makes video accessible across the enterprise while supporting collaborative business processes. The solution includes the following features and benefits:

- **Video metadata extraction**: Locate the right video content faster by using video media properties to fine tune searches.

- **Video details**: Gain a comprehensive understanding of video content through enhanced previews such as storyboards using SMPTE time codes, embedded video preview, and text track management.

- **Video transformations**: Easily convert all popular video formats. Using a simple web browser, transform video to appropriate formats and resolutions.

- **Video collections**: Create and manage ad hoc groups of video content which can be downloaded or transformed into specific formats and shared with other users—making it easy to work with all the content related to a particular initiative. Manage the details of your activities alongside other rich media using rooms, discussion threads, contextual folders, and notes.

- **Video workflows**: Support complex video workflows by leveraging an intuitive interface to design processes with comprehensive activity options.

- **Optimized video handling**: Intelligently manage large files through enhanced storage options, preview renditions, and maximized server-side transformation processing.

- **Video streaming support**: Work seamlessly with popular streaming servers and support all major video streaming formats.

- **Video archive**: Integrate with EMC AVALONidm™ for intelligent video data management and archiving capabilities for large video files. Utilize a policy-based solution which recognizes the different needs of broadcast and HD content and smaller web-ready video to provide efficient, cost-effective storage, management, and restoration of your content.

Recommended EMC Documentum products

EMC Documentum Digital Asset Manager

EMC Documentum Media Transformation Services

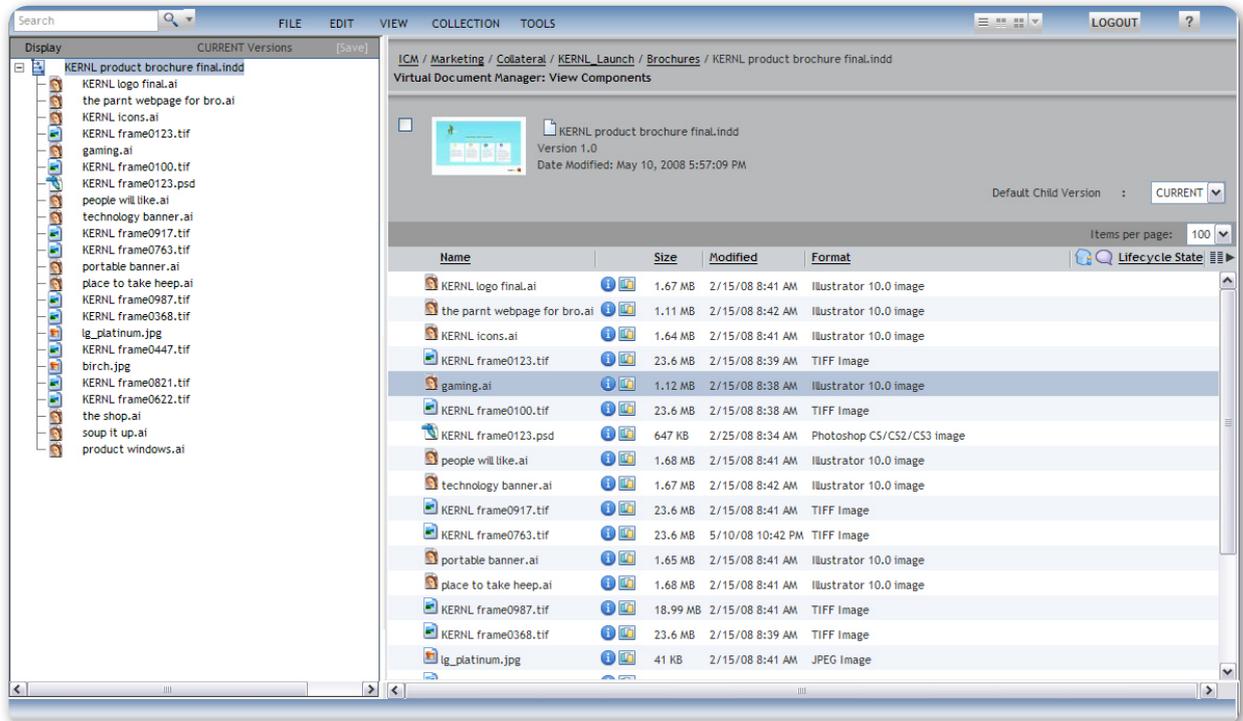*EMC Documentum Audio Video Transformation Services*

EMC AVALONidm

EMC Documentum Collaborative Services

EMC Documentum Process Suite

Page layout—Supporting compound document creation

- Provides preview for easy review and approval processes
- Promotes content reuse
- Enables access to repository-managed content directly from authoring tools
- Seamlessly facilitates projects across Windows and Macintosh environments

The virtual document view of an Adobe InDesign CS3 page layout within EMC Documentum Digital Asset Manager, which was created by saving the document via EMC Documentum File Share Services, shows that the images contained in the original layout have been extracted as separate objects (children) and linked back to the source InDesign file (parent).

Business challenge

Virtually all companies use page layout tools such as Adobe InDesign and QuarkXPress to create product brochures, advertisements, packaging, and other materials. While these are powerful applications, they can create challenges for organizations that rely on them heavily.

First, the files created by these applications can be complex, often containing multiple links to external images and photographs. And managing all the associated files and links across multiple users and projects is a difficult task. A problem can also emerge when a designer makes copies of images for each project; changes to the original image will not be reflected in new documents, with the potential for version control and liability issues. Reviewing and approving layouts can be cumbersome too as layout tools are seldom installed on everyone's desktop, thus prohibiting quick approvals. A PDF version is usually created and distributed manually, a step that slows the project flow.

Business solution

It's essential to establish a process that reduces complexity in managing individual components for each layout document. That process will expedite review and approval and help ensure projects are completed on time and on budget.

A centralized repository for graphics and images

The EMC Documentum digital asset management solution provides designers and layout editors with access to a centralized repository of graphics and images that can be seamlessly linked into layouts. The solution includes the following features and benefits:

- **Authoring tool integrations**: Seamlessly interact with repository-controlled content such as images directly from creative tools like QuarkXPress and Adobe InDesign.

- **Metadata support**: Apply metadata to page layouts and linked files when checking them into the repository.

- **Link import and update**: Automatically import linked content when saving a page layout. References are updated to reflect where they reside in the repository, making it easy to manage the content in a controlled way.

- **Review and approval renditions**: Easily review and approve page layouts using automatically generated PDF renditions.

- **Page layout preview**: Browse a layout page by page through a web browser.

- **Compound link assembly**: Graphically view the associations between a page layout and its linked content.

- **Up-to-date link control**: Ensure layouts are current. The latest versions of linked images in the repository are automatically available to page layout files.

- **Usage**: Track asset usage by easily determining to which layouts content has been linked.

Recommended EMC Documentum products

EMC Documentum Digital Asset Manager

EMC Documentum Media Transformation Services

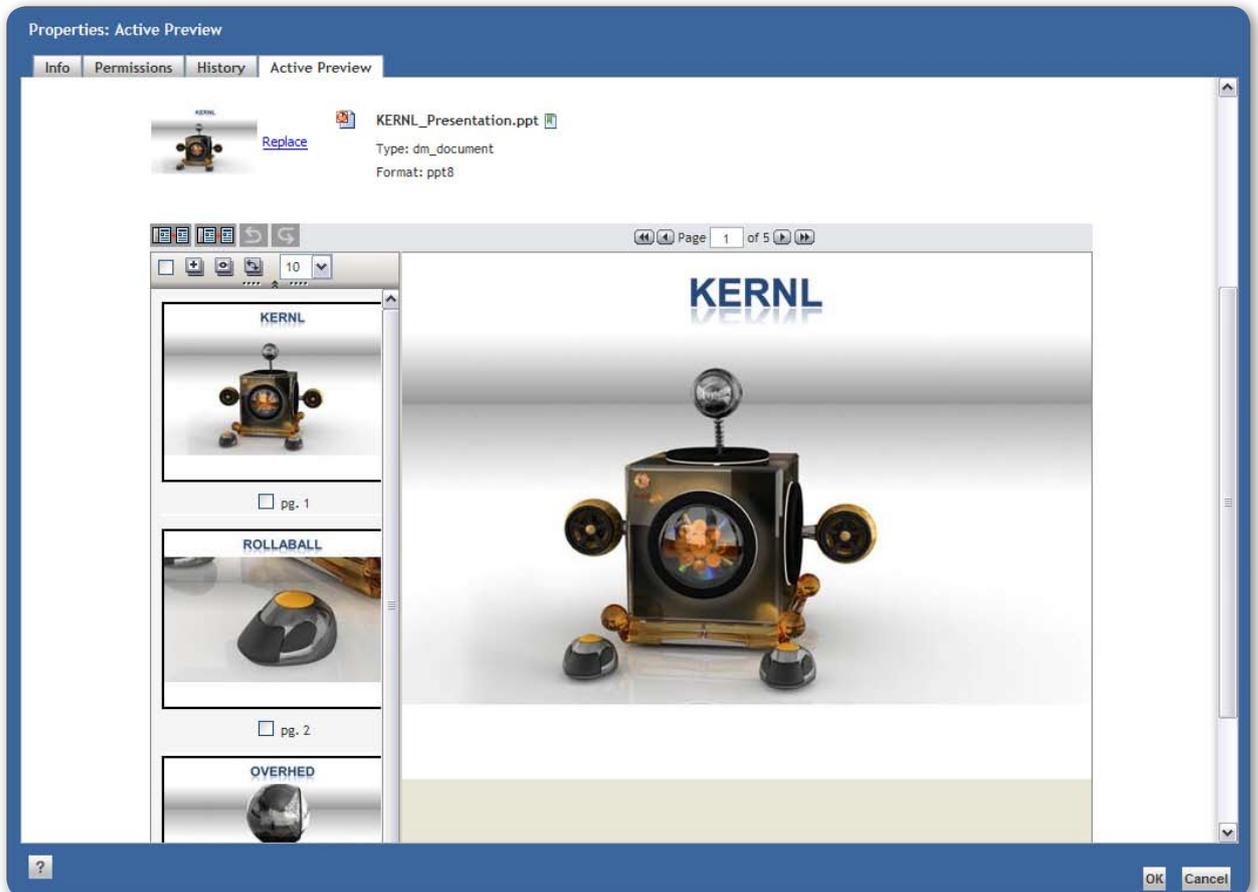*EMC Documentum Document Transformation Services*

EMC Documentum Authoring Integration Services

Microsoft PowerPoint—Enabling self-serve, online access to a rich library of presentations

- Intelligently supports remote users with low bandwidth

- Enforces use of corporate templates and standards

- Ensures message consistency across presentations

The active preview feature in EMC Documentum Digital Asset Manager allows users to view each slide of a given PowerPoint presentation right in the browser, even if PowerPoint is not installed on their machines.

Business challenge

Microsoft PowerPoint is used in organizations of all sizes to communicate information both internally and externally about things like products, services, or project status. These files are highly reusable—presentations are often given more than once, by different people, with different functions in the organization. Individual slides in one presentation may be used in another.

But PowerPoint is not without its challenges. For one, the sheer size of PowerPoint files can strain resources such as e-mail inbox space. IT departments must also consider bandwidth requirements for remote users as well as access control. At the same time, it's difficult to effectively share an entire presentation or individual slides across an entire organization while maintaining appropriate control over those slides and their content. It quickly becomes difficult to know if a presentation is the current version unless it's opened—and even then it's difficult to be certain. On the other hand, locating presentations stored in a corporate repository can be time consuming and tedious.

Business solution

To leverage the benefits of PowerPoint while reducing or eliminating some of its most significant challenges, organizations can create an enterprise-wide, self-serve presentation library. Ideally, this solution should make it easy to locate PowerPoint presentations, provide a detailed view of each presentation—even down to the slide level—and create an environment for assembling new presentations with consideration for bandwidth restrictions of remote users.

An easy-to-use web interface for presentation management

The EMC Documentum digital asset management solution for presentation management provides users with the ability to easily locate presentations and slides, select which ones to include, and build a new presentation—all through an easy-to-use web interface. The solution includes the following features and benefits:

- **Presentation and slide search**: Easily locate slides and presentations because slide text and notes are fully indexed in Documentum.

- **Presentation preview**: Peruse a presentation with slide-by-slide navigation control through a web interface.

- **PowerPoint assembly**: Create new presentations from existing slides through a web interface, eliminating the need to download source presentations.

- **Slide usage**: See what slides are the most popular and effective by easily viewing the relationships of a slide to the presentations in which it's been included.

- **Standardized templates**: Apply corporate templates to any new presentation assembly.

- **Presentation version control:** Promote message consistency by enforcing version control, ensuring that users have access to the most current version.

- **Presentation details**: Track additional context such as the intended purpose of the presentation, its usage restrictions, and the audience to which it has been presented.

Recommended EMC products

EMC Documentum Digital Asset Manager

EMC Documentum Media Transformation Services

About EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.

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