

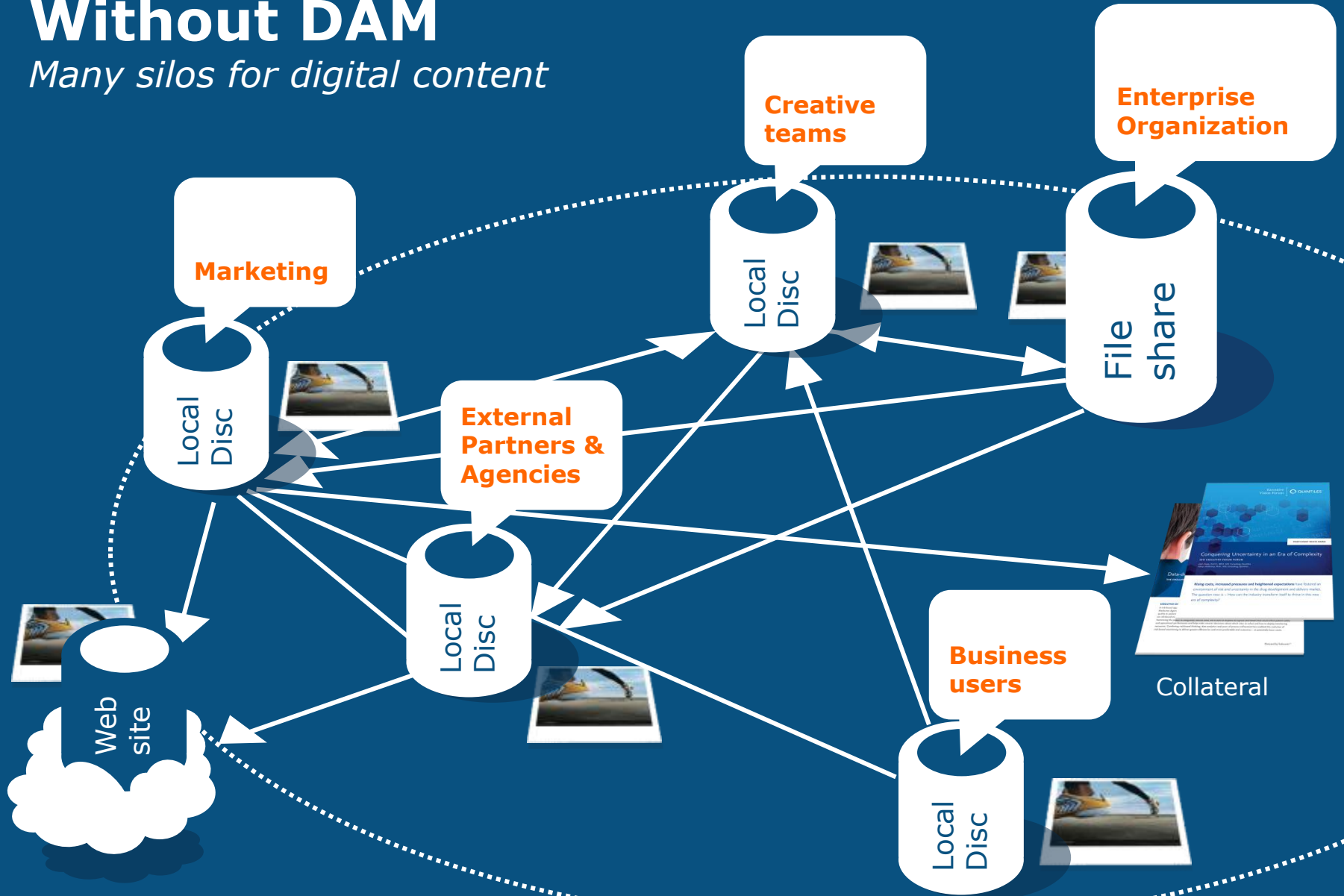
hinttech

Damn, why use DAM*?!

*Digital Asset Management

Without DAM

Many silos for digital content

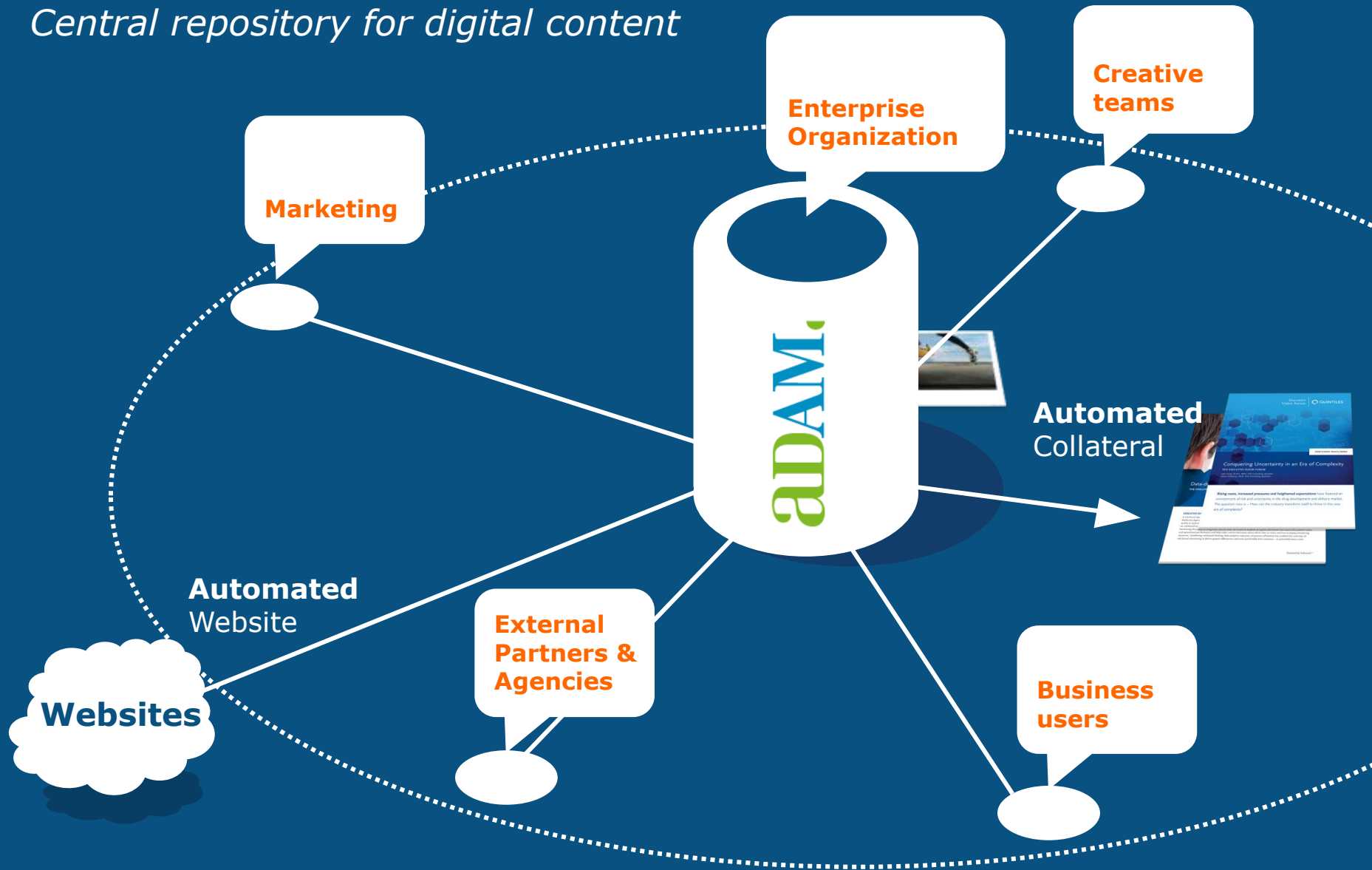


Typical Business Challenges

- Content duplication
- Time is wasted searching for content
- People are using unapproved and out-of-date images
- Usage rights and guidelines are not controlled
- Conversion of assets for publication is labor-intensive and error-prone
- Distribution of content and collation of content is inefficient

With DAM

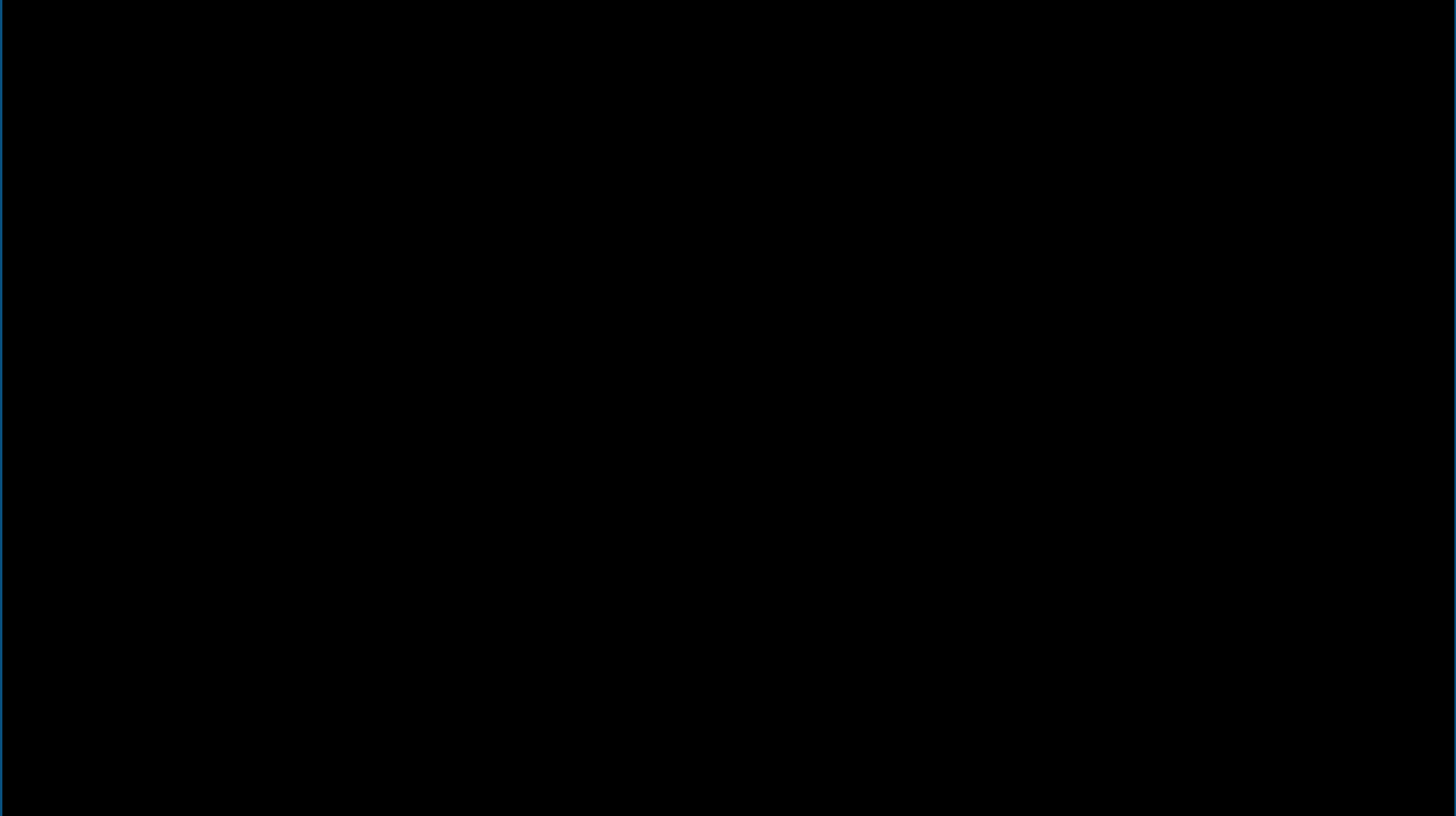
Central repository for digital content



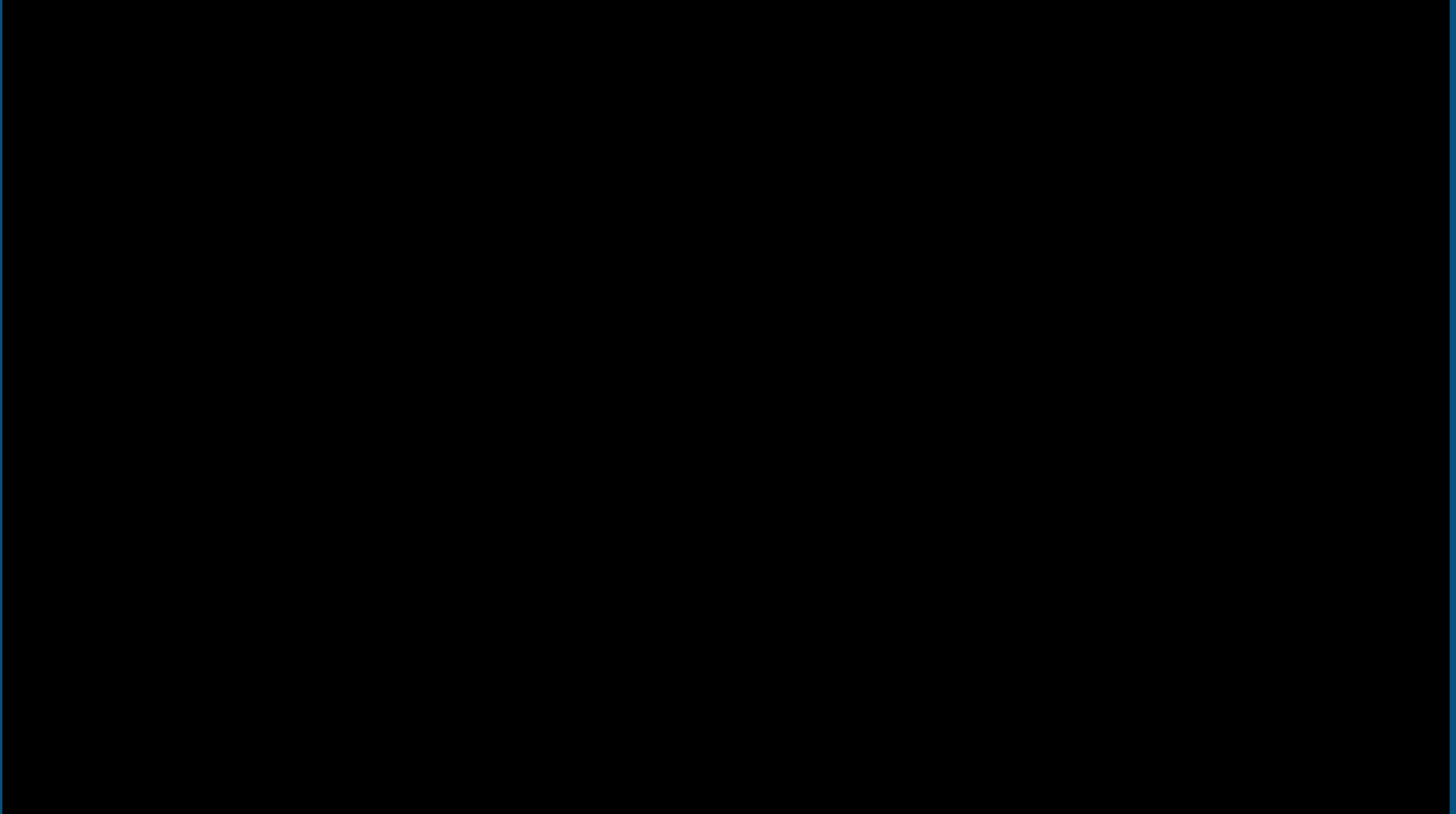
Benefits of implementing DAM

- A central repository with web access & role specific functions
 - Simple, specific search of digital content with versioning
 - Approval processing with extended workflow capabilities
 - Point of Sale Asset handling and distribution
 - Audio & Video control & distribution
 - Rights management
 - Branding documentation and catalogue production
- Delivering a completely open solution for flexible integration

ADAM Managing Brand Experience Every Day



ADAM 5



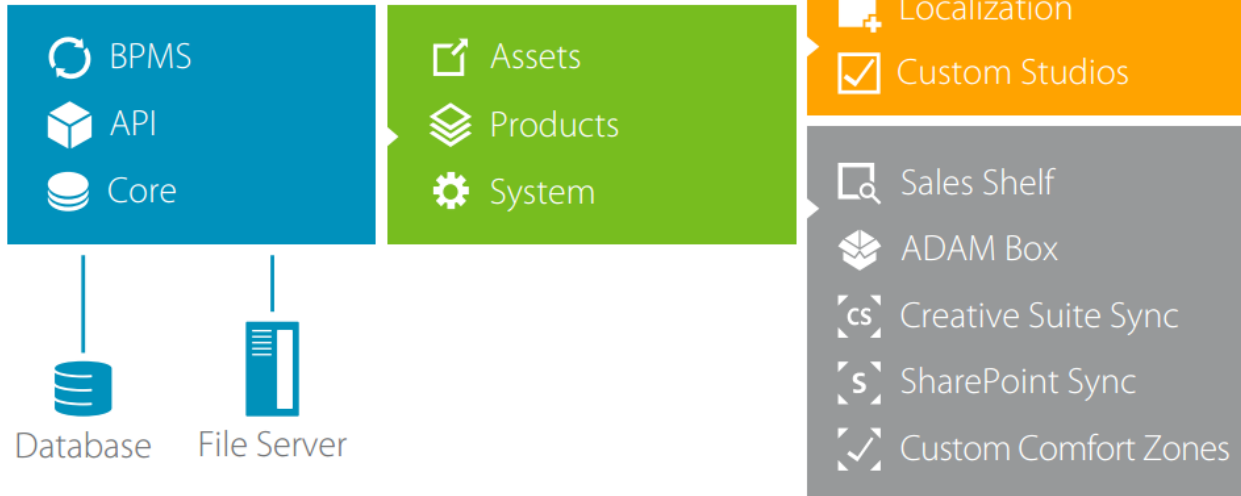
Adam Architecture


■ Engine

■ Product Content & Digital Asset Mgmt.

■ Modules

■ Comfort Zones





It's essential
that ADAM and
Sitecore are
constantly in
sync

How do we
manage the
Digital Rights?

Can we
browse ADAM
assets ... from
within
Sitecore?

and deliver
more of what
they like!

We need to
listen to our
audiences
content choices

...

ADAM & Sitecore

Integrated solutions that deliver best of breed leverage



Standalone systems – the features you know and love

ADAM.

Digital Asset Management

Asset search and distribution

Digital Rights Management

Creative tools and workflow

PIM/PCM

Manipulating video

 **sitecore®**

Customer Experience Management

Web Content Management

Customer insight and engagement

Omni-channel delivery

Strategic Marketing Tools

Digital Marketing Solution



No connection

New capabilities with the Connector

ADAM.



Digital Asset Management

Web Content management

Customer Experience Management

Asset search and distribution

Full site of asset use and popularity

Digital Rights Management

New control of IP rights and use

New streamlined asset updates

New image updating tools and abilities

Flexible ...



Connector Demo

Connector Components

customization

Web service

Asset usage /
expiration view

Adam asset
navigator

Field types &
validation

aDAM.



sitecore®

Field validation

New field types



Image Asset

File Asset

New field rule



Asset has not
exceeded license
limitation

// TODO

- Import multiple assets
- Replace soon to expire/expired assets
- Sitecore Media Framework

Connect! for more

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