

# Digital Asset Management

Many organizations have a hidden gold mine of information that only a few employees know about: rich media assets. Product photos, training videos, sales presentations, and engineering illustrations can't be found in a full text search. Unless these assets are organized, described, and made available for broader use, they will remain a secret stash of untapped business value.

When only a limited group of people know what assets are available and where they are kept, finding information becomes dependent on who you know. Marketing groups will spend increased time servicing requests for logos or explaining photo permissions and policies. Training or IT groups may have difficulty understanding what resources are available for use in support materials.

The security of assets can be a serious problem in this scenario. Proprietary product drawings, customer information, licensed images, or other sensitive material may find its way to outlets where it should not appear, including casual documents or presentations. Engineering or Multimedia departments may also find that distribution and sharing of assets is cumbersome. Large file sizes that are common to videos and drawings may prohibit easily exchanging files between team members.

## How Digital Asset Management Can Help

With a Digital Asset Management (DAM) solution from Burntsand, your company can unlock the business value stored in rich media file formats. Your organization can realize the following benefits:

- Each asset can be described with properties such as subject, size, intended use, licensing restrictions, project code, or other information.
- Assets can be secured so that only authorized individuals can view, modify, or delete them.
- Renditions of an asset – such as a low-resolution JPEG for Web use – can be easily generated by the system.
- Video can be previewed in Storyboard View, enabling users to see selected frames without downloading the entire file.



*Digital Asset Manager*

- The review and approval process can be easily managed by automated workflow.
- PowerPoint presentations can be assembled dynamically from within DAM using slides and templates from other presentations.
- Managers can run reports on asset usage and other key information.

These capabilities mean that the right person will be able to find the right asset at the right time.

## About Burntsand

A trusted Documentum partner since 1996, Burntsand designs, architects, and implements information technology to deliver business advantage for its mid-market clients, including divisions of Global 2000 companies. Burntsand was established on the foundation of delivering innovative, cost effective solutions on time and on budget. Based upon this foundation, Burntsand has become a customer-focused, forward-thinking North American leader in the delivery of Enterprise Content Management, Portal, and Service Management Solutions.