Digital Asset Management (DAM) for Product MDM

Deliver a great experience with a strategic approach to digital asset management

Today's customers expect consistent and personalized experiences no matter what channel they use. This requires enterprises to store, manage and update a large, growing volume of digital content. These assets are also steadily increasing in variety, including a broad range of file types, sizes and formats, as well as a constant flow of versions customized or localized for unique audiences or markets.

In a business environment where "*content is king*," the inevitable redundancy and inconsistency this creates across systems, devices and channels, and the difficulty users encounter searching for and identifying the right images and media files, presents a serious challenge.

Elevate DAM to drive an experience advantage

To meet these challenges, organizations need to take a business-first approach to digital asset management (DAM), with a solution that makes content discoverable, accessible and easy to update and manage.

Stibo Systems' Product Master Data Management (PMDM) features an integrated DAM solution that makes it easy to accurately associate digital assets with individual products. It includes the centralized repository, approval processes, search and localization features needed to create the kind of digital experience customers demand and expect.

Bring order to digital asset management

PMDM's built-in DAM ensures everyone is working with a single version of the truth. By linking master data and digital assets, it enables the delivery of rich, updated, digital content to everyone that needs it. As well as tools to guard the integrity of sensitive or copyrighted material.

In addition to streamlined management and governance, the solution can support an endless range of assets, including any kind of file that requires metadata to be identified, described and categorized. Using metadata, each asset can be associated with specific products or services, dramatically enhancing their utility and value.

The Product MDM digital asset advantage

In addition to linking assets and products, and allowing them to be easily shared, the solution offers a range of features, including:

Key benefits

- Provides a shared repository to increase consistency, discoverability and control

- Eliminates costly duplication of assets across different channels

- Simplifies localization to customize assets for global audiences

- Reduces risk and ensures governance of sensitive or copyrighted information

- Enables the agility needed to create the experience customers expect

The solution provides a range of features including the ability to easily preview digital assets.

Built-in workflows and business rules

Standardized workflows ensure incoming assets meet technical requirements such as size, format and resolution. PMDM's Workflow Engine can create processes to ensure assets are reviewed and approved by the right people.

Powerful, high-speed search

When a digital media file can't be located, it can be costly to recreate. PMDM's search functionality enables you to quickly scan assets. Advanced features let you find and group them by unique characteristics, and make required edits, saving valuable time and money.

Asset preview to simplify management

View and group assets in a customizable hierarchy. Preview them – including videos – to ensure you're linking the right content and products. An intuitive interface displays a large number of thumbnails and metadata can be easily edited to manage how assets are described and categorized.

Digital asset and product data integration

Business applications can pull digital assets directly from the system to ensure the right assets are used in the right form at the right time. Plugin-based integration also allows use of an external DAM while preserving the ability to view thumbnails and metadata in Product MDM.

Match and link across multiple domains

Associate assets to entities such as products, customers, suppliers or locations. Products can be linked to one or more assets and related to a supplier or manufacturer, and inherit logos/relevant assets from those companies.

Centralize storage and management

PMDM provides a single shared repository for all digital assets across the enterprise. A centralized hierarchy provides a logical storage structure and allows files to be stored in multiple folders with no duplication.

Enhance data governance

Implement data policies to monitor and guarantee the availability, quality and security of your assets, and ensure they are only accessed, edited and approved by users with proper privileges.

Simplify localization

Deliver the right assets for specific geographies and markets using advanced features including product descriptions and attributes in different languages, and control which will be visible using geographic preferences.

Take charge with version control

See every version change when it happens, by whom and by where it's being used, and restore earlier versions if needed.

Sample management

Track product samples within an organization using business processes and workflows.

Audit image licenses and expiration dates

Manage licenses and expiration dates using metadata and apply workflows to remove expired images.

Built-in Digital Asset Importer

Quickly onboard assets and ensure they meet defined standards, and implement advanced functionality using simple configurations. Easily import assets via standard file select/drop widgets and run pre-import quality tests including DPI and image size, to name just a few.

You can automatically convert, standardize and link files to products, perform matches against existing assets, build hierarchies, launch workflows and trigger business rules. As well as run post-import business actions based on customized logic, and import and manage metadata via Excel/CSV.

Optimize multichannel publishing

Automatically convert assets to channel-specific formats (50+) on export to ensure each channel is supplied with the right file format, size and color.

Advanced reporting

Execute built-in standard and customizable reports to measure and analyze which of your products are lacking the digital assets they need.

Digital asset management that puts *Your business first*

A world where *content is king* requires a new approach to digital asset management. To learn more about the benefits of Stibo Systems' Product MDM solution with integrated digital asset management, or how Stibo Systems' Product Master Data Management solution puts *Your business first*, visit **stibosystems.com**.