

## Deliver a Great Experience with a Strategic Approach to Digital Asset Management (DAM)

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 (Product MDM) 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

The built-in DAM solution 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.

### Key benefits of Product MDM with built-in DAM

- 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.

## Critical capabilities of a digital asset management (DAM) system Integral to Stibo Systems Product MDM

|   |  |
|---|--|
| <b>Modeling, hierarchy, classification, and linking</b> | Basic metadata management<br>Access permissions and privileges<br>Version control<br>Displaying only the hierarchy pertaining to the specific user<br>Easily navigate the hierarchy structure<br>See overviews, details, and previews of digital assets<br>Get information on: <ul style="list-style-type: none"> <li>■ Metadata</li> <li>■ Current vs. published assets</li> <li>■ Relations between assets and products</li> </ul> |
| <b>Classification – non-referenced assets</b>           | Manage: <ul style="list-style-type: none"> <li>■ Corporate logos</li> <li>■ Brand images/logos</li> <li>■ Headshots</li> <li>■ Lifestyle</li> <li>■ Storefront images</li> <li>■ Size charts</li> <li>■ And more</li> </ul>  |
| <b>Search and filter</b>                                | Sort or filter to see what you need<br>Filter the digital asset folder to quickly find a category or items<br>Take advantage of search bar, search widget, and advanced search   |
| <b>Workflow management</b>                              | Drag and drop, one or many<br>Update existing asset content<br>Automatic organization<br>Automatic linking to products<br>Automatically initiate workflow  |
| <b>User experience</b>                                  | Add multiple widgets with drop zones   |
| <b>Support for multiple asset types</b>                 | All file types supported, including video  |
| <b>Import and acquisition</b>                           | Asset import via user interface<br>Upload and insert asset features: <ul style="list-style-type: none"> <li>■ Remove/update local content</li> <li>■ Replace asset</li> <li>■ Download</li> <li>■ View</li> <li>■ Remove</li> </ul>  |

|  |  |
|--|--|
| <b>Asset sharing/distribution</b>  | Downsampling<br>Asset pipelines<br>Asset push<br>Download the image the way you need it<br>Push the image to downstream systems<br>Watermarking<br>Download URL features   |
| <b>Add-on Components</b>   |  |
| <b>Enhanced metadata management</b>  | Enable searching and categorization of images: <ul style="list-style-type: none"> <li>■ Make newly enriched images searchable according to identified metadata tags</li> <li>■ Metadata tags allow you to categorize images</li> </ul> Leverage machine learning to increase quality: <ul style="list-style-type: none"> <li>■ Integrate directly with the Google Cloud Vision API</li> <li>■ Gather relevant metadata for each image</li> </ul> Assign metadata values to that image based on the value's accuracy score<br>Enrich web content with image metadata for better ranking in web search engines |
| <b>Image deduplication</b>   | For retailers/distributors: <ul style="list-style-type: none"> <li>■ Remove duplicates generated through onboarding buy-side supplier data</li> </ul> For manufacturers/suppliers/ brands: <ul style="list-style-type: none"> <li>■ Clean images across production cycles</li> </ul>   |
| <b>External DAM integration</b>  |  |
| Stibo Systems MDM enables easy integration with external DAM via URI referencing |  |

**Learn more**

A world where content is king requires a new approach to digital asset management. To learn more about the benefits of Product MDM with integrated digital asset management, or how to benefit from Master Data Management, visit [stibosystems.com/product-mdm](https://stibosystems.com/product-mdm).

**About Stibo Systems**

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at [stibosystems.com](https://stibosystems.com).