WOODWING

5 IT Aspects to Consider Selecting a DAM system

Although digital asset management (DAM) is not a very new IT discipline anymore, it´s still far from being mature. The majority of companies of any kind and size are just developing the awareness that they need to find solutions and define strategies for the efficient and effective management of the ever-growing file collections.

DAM initiatives are often sparked by non-IT departments, such as marketing, who then involve the IT team. This white paper gives IT managers an overview of the relevance of DAM and explains the five most important IT-related aspects.

Challenge:

- The ever-increasing file stocks need to be managed efficiently and effectively
- Users spend an enormous amout of work hours to search for files
- The rate of lost assets needs to be reduced significantly

Solution:

Digital Asset Management

Requirements:

- Ease of use
- Flexibility
- High performance
- Unlimited scalability
- Seamless integration

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A high-performance, easy-to-use digital asset management solution such as WoodWing Elvis DAM helps to fully exploit the value of digital files.

“In our demanding workflows efficiency is key, every minute counts. With Elvis DAM, we have our business under control.”

Barbara Angeli Radovani, Managing Director of KSM

Case study

The Relevance of Digital Asset Management

- The modern multi-channel information world is taking its toll – all organizations need to communicate via a variety of channels to reach their audiences – with text, images, graphics, video, and audio.
- This inevitably leads to ever-growing stocks of valuable digital files, commonly called “digital assets”. As a result, the efficient and safe management and distribution of these digital assets has become a mission-critical application.
- The term digital asset management – and its shortcut DAM – may be cumbersome and a mystery for many, but it just describes that digital files have an economic value based on the expertise and knowledge they represent, the time spent on creating, their price (when bought, e.g. from image agencies), and more.
- Digital assets must be secured and made accessible to the entire organization, external partners and other stakeholders to exploit their full value. It costs a lot of time and money if files created or purchased cannot be found, shared and used quickly, or, worst case, have to be re-created or bought again.
- DAM users report of up to 10 hours wasted searching files per employee per week prior to the implementation of digital asset management.
- It is therefore essential that the digital files
  - are kept in a central repository
  - are protected from unauthorized access
  - can be easily and quickly found by all authorized users at any time and from any location
  - can be easily and efficiently shared with internal and external stakeholders

"The customized Elvis DAM brand portal is so easy to use that I sometimes call Elvis DAM "the Facebook for digital asset management."

Steve Sanderson, Studio Operations Director at Charterhouse, UK

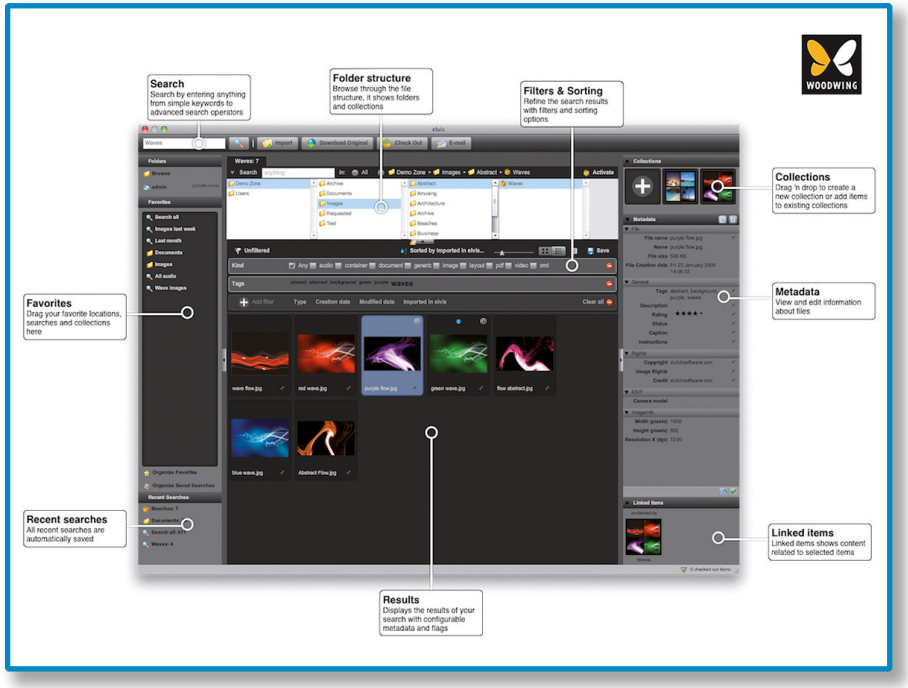
Case study

Importance of DAM will increase

- The reasons for this lie in the unprecedented increase of the file stocks, the ever more decentralized and mobile business world and the growing number of communication channels.
- This means that the implementation of a powerful and scalable, yet easy-to-use digital asset management solution is an essential task for any organization these days.
- The following five IT-related aspects are crucial for the successful implementation of a sustainable digital asset management strategy.

1. Ease of use is essential for DAM success

- The DAM solution will be one of the most used applications on the job, so the DAM application of choice should offer the highest possible ease-of-use, increasing user acceptance and minimizing training and support efforts.
- An attractive user interface is not to be underestimated as a prerequisite for the acceptance of the solution. DAM solutions often cannot deny their origins in the database world and present themselves in a very technical look.
- To support user acceptance, the look and usage should mimic the principles



A clear and attractive interface ensures high ease-of-use, increasing user acceptance and minimizing support efforts.

Elvis DAM has rescued us – before the most important motorcycle show in Europe, the system has ensured the embargo on press images of the new models.

Pim Boesveld, Marketing and Communications Manager at Yamaha Motor Europe

Case study

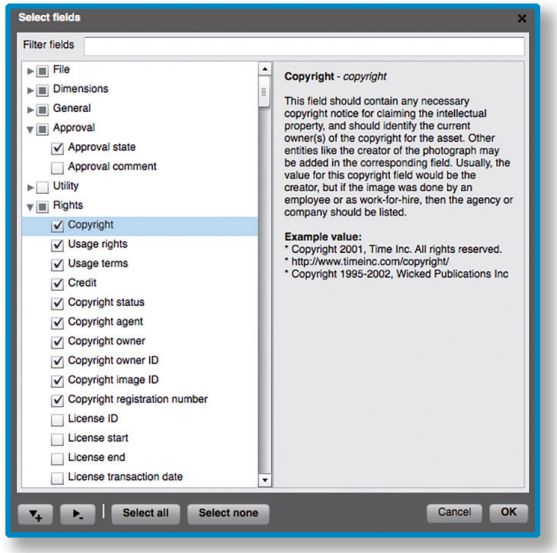
of modern applications, including the Adobe Creative Suite and common web portals that users are familiar with.

- Concepts including tag clouds, tab-based browsing, support of a folder structure and a Google-style search provide users with a familiar and easy-to-understand environment.
- An effective permission and role structure enables administrators to match the functionality presented to the users to their individual role and scope of duties within the organization.
- This prevents that users get confused by features that they do not need in their role, avoiding distraction, errors and problems.
- All these aspects not only ensure the high acceptance of the solution by the users but also help to reduce support calls significantly.

2. High flexibility – agnostic in all dimensions

- Digital asset management strategies are not set in stone as requirements are subject to change.
  - Content must be shared with additional target groups in other countries, new operating systems, devices or publication channels are added.
- A DAM solution must be able to map any changes in business and communication processes.
- Platform agnostic:
  - The system should be available for Windows, Macintosh and Linux as desktop and Web Client.
  - Available for tablets, the functionality should be tailored to the specific usage situation such as selection and approval processes.
- File format agnostic:
  - The system should enable the user to store and manage any file type. For the commonly used formats it should create thumbnails and previews as well as extract and embed metadata.

- Metadata agnostic
  - Metadata are the liveblood of any digital asset management system.
  - They describe the 'who, what, where, when, why and how' and are used to characterize and catalog files correctly both manually and automatically.
  - Metadata about copyright information help to avoid legal issues.
  - A DAM system should support the major metadata standards including
    - XMP is an industry standard to embed metadata into files. It supports embedding all of the standards below.
    - IPTC provides a set of basic metadata to describe and manage images.
    - Dublin Core decribes core metadata for simple and generic resource descriptions.
    - EXIF is standard for storing interchange information in image files, especially those using JPEG compression.
    - PLUS is a standard providing an universal image licensing language, defining and codifying the structure and elements of image licenses.
    - PRISM is an XML metadata vocabulary for managing, aggregating, and processing magazine, news, catalog, book, and mainstream journal content.
- Storage agnostic
  - High-end storage solutions usually provide functionality to transparently spread data over different disks within the storage hardware.
  - If that is supported, such solutions are preferred as it allows the digital asset management system to address its



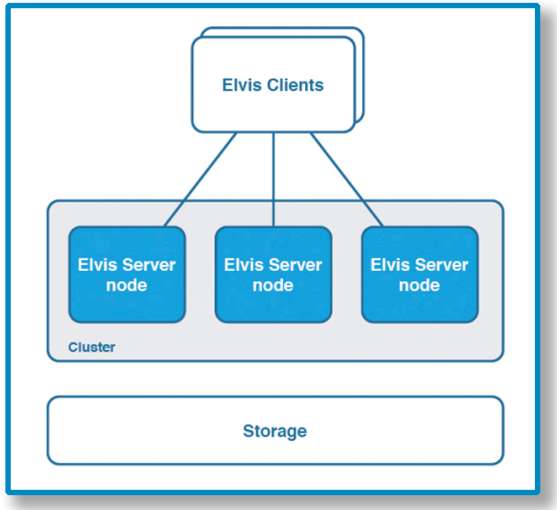
Metadata are the lifeblood of a DAM system, helping to efficiently manage the assets and to avoid legal issues.

storage as one volume. This will provide the best possible performance as it can just move files around without having to copy actual data, which is always slow.

- In these setups, the storage solution will move data between online and near-line in the background without affecting application performance.
- If your storage hardware does not support the above, the Elvis Server allows you to spread the "Elvis Data" over multiple volumes. This can be used in the following cases:
  - Store live production data on fast disks and rarely accessed archive data on slower less expensive disks (near-line storage). Even if the storage hardware does not provide this by itself.
  - In some cases there are limitations on volume sizes. These can either be related to storage hardware, the operating system or a virtualization layer. By spreading the data over multiple smaller volumes, users can still store all their data on one Elvis Server.

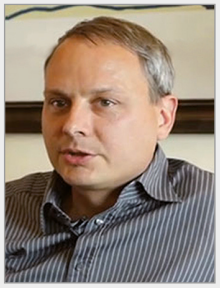
3. High performance – database vs. search engine

- Analyzing the DAM market it´s striking that most of the applications leverage a database approach – it may be a proprietary internal database or an external database usually based on SQL.
- Some solutions enable to migrate from the internal to an external SQL database, some even allow a combination of both.
- SQL is a powerful solution – but any database approach inevitably has its limits and requires the attention of the IT department for example at the time of updates of the database system.
- A DAM system working based on a search engine such as elasticsearch offers excellent speed performance.



A cluster architecture enables unlimited scaling to match future requirements (see next page).

> *The cataloging and managing of files is now much easier and faster. Our content is now highly available at all times. Elvis DAM has optimized our digital asset management.*
>
> Erol Celikoers, IT Systems Manager Würth AG Switzerland
>
> Case study



"We use Elvis DAM together with Enfocus Switch. We automate repetitive tasks for which we otherwise need human resources."

Michael Schack, Head of Production at Carlsen Verlag Hamburg

Video case study

- As the search engine indexes all text-based material including XML, HTML, PDF and Word as well as all metadata, users find very quickly the files they require.
- In additon, the generation of lightweight, web-ready previews and thumbnails is important.

4. Scalable architecture to match future requirements

- As said the stocks of digital files will continue to rise significantly – growth rates of tens of millions files per year are not unusual.
- In addition, more and more employees and external partners need to access the systems used for the management of these file collections.
- To address this challenge, it is essential that the digital asset management system offers easy and unlimited scalability.
- A cluster structure offers the highest flexibility in this regard, enabling easy distribution of the DAM tasks on an unlimited number of machines, be it processing nodes, search index nodes or storage engines.
- Leveraging that approach, Elvis DAM enables the efficient management of up to 1 billion files.

5. Seamless integration enables to increase ROI

- Purpose and nature of a DAM system require interaction with other applications – this means, a DAM system must enable easy and transparent integration with third-party solutions.

By its scalable architecture, WoodWing Elvis DAM enables the efficient management of up to a billion files.

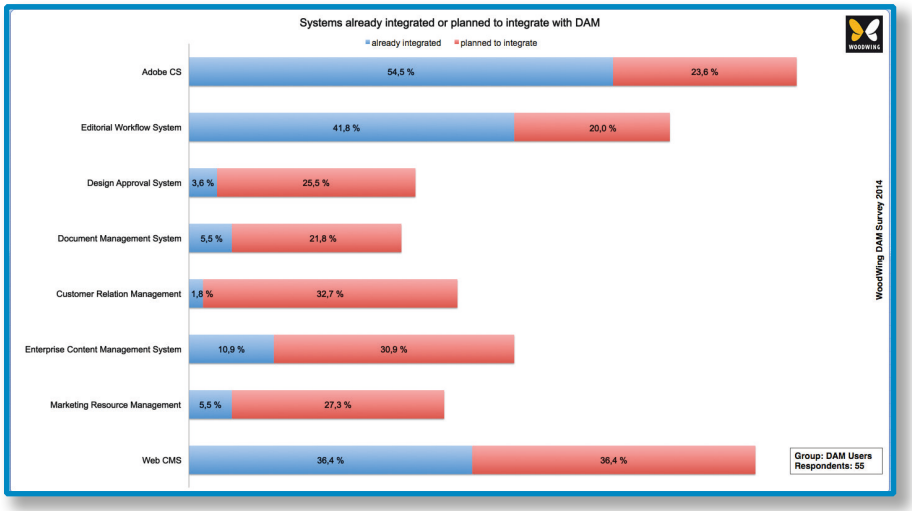
Elvis DAM is very easy to use. It always works and never fails. We are very happy with Elvis DAM.

Saskia Nieuwenhuis, Studio Manager at Detailresult

Case study

Video case study

- A study conducted by WoodWing revealed that many users have their DAM system already integrated or plan to with applications for content management, editorial managment, CRM, and more.
- An open architecture, the support of open standards and a versatile API are important prerequisites.
- A REST API enables building custom web applications, mobile apps, and HTML interfaces that use or display assets. It is designed to be easy to use from AJAX and JavaScript.
  - Apart from HTML interfaces, the API is also very suitable for use in mobile apps for various platforms like the iPhone, iPad and Android devices. It is also easy to use in Flash, Flex and AIR applications.
- Because a DAM system will be used very extensive by the creative department, a seamless integration with the applications of the Adobe Creative Cloud is crucial.
  - It should enable the placement of images by using drag-and-drop into the layout.



The integration of the DAM system with other business applications exploit the full ROI potential of digital asset management.

About WoodWing Elvis DAM

WoodWing Elvis DAM is a leading-edge digital asset management system enabling companies from publishing, communications, retail, fashion, tourism, manufacturing, and more to effiently manage their file stocks of any size. Using Elvis DAM, they can collaborate more efficiently, easily distribute files internally and externally and protect the identity of their brands. Elvis DAM features an outstanding ease-of-use as well as tremendous flexibility and unlimited scalability up to 1 billion files. To ensure highest performance even in such high-volume environments, Elvis DAM leverages the elasticsearch technology. More information is available at www.woodwing.com.

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About WoodWing

WoodWing Software develops and markets a premier, cost-efficient multi-channel publishing system, Enterprise, and the next generation digital asset management system, Elvis DAM. WoodWing's solutions are aimed at magazine, newspaper and book publishers, corporate publishers, agencies and marketing departments to reach their goals for quality, economy and time-to-market.

WoodWing's publishing system Enterprise – including the editorial management application Content Station – coordinates and streamlines the process of creating, managing and publishing static, dynamic and interactive content for all media channels – print, Web, social, smart phones and tablets. Elvis DAM enables users to securely store and efficiently manage the increasing collection of rich-media files.

WoodWing Software, founded in the year 2000, has its headquarters in Zaandam, The Netherlands, and has regional sales offices in Europe, the Americas and Asia Pacific. Customers are served locally by over 80 selected partners in more than 100 countries. WoodWing's long-standing relationship with Adobe as a Technology Partner and its close cooperation with a large number of other technology vendors worldwide, confirm WoodWing's position as one of the leading suppliers of publishing software. WoodWing is a privately owned company, with all founders actively engaged. More information can be found at www.woodwing.com.