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BERTELSMANN

Digital Asset Management
Current, consistent assets centrally available anytime

Many companies are familiar with the following scenario: they have an abundance of text, images, video, multimedia files, and product information. However, these are not stored centrally and cannot be fully processed. This is problematic because the quality and consistency of media assets are important requirements for the success of digital and traditional campaigns. In order to consistently implement your campaigns in all target markets and on all channels - websites, online shops, apps, newsletters as well as social media — the required media objects must be centrally managed, well-structured and provided with meaningful metadata.

Marketing IT for high-quality content

In order to organize your media objects and provide your target groups with relevant content, you need high-performance software solutions for digital asset management (DAM). With systems like "Adobe Experience Manager," "movingimage" and "Content Accelerator", your media assets can easily be created, efficiently managed and published across all channels. While professional version management and rights management provide the necessary actuality of the media objects, integrated coordination and approval processes replace time-consuming manual operations. This improves cooperation within in-house teams, in globally distributed teams and with external service providers.

All media assets in the right place

As an IT system integrator and marketing expert, we have many years' experience in the efficient organization of multimedia assets. Working together with you, we develop a customized concept for the management and transparent handling of your assets. In order for you to be able to create consistent content and publish on all relevant digital as well as traditional channels, we structure your existing media

Your benefits

- From a single source: Consulting, design, process optimization, support for hardware and software selection, implementation, integration, configuration and hosting

- Integrated: Connect DAM to required systems

- Consistent: Make data centrally available and free of redundancies

- Individual: Provide customized access rights to media assets

- Efficient: Selectively find and process media assets

- Current: Uncomplicated versioning and customization of media assets

- Effective: Targeted publication of media assets across all channels

- Economical: Avoid errors and optimize coordination processes

objects and implement a professional, intuitively operated DAM system in your IT environment which we also link to required third party systems. Through optimized workflows and the fact that your assets are consistently updated and available, you can significantly reduce the time expenditure for publication processes and benefit from saved time and costs.

Manage your content

Efficient management of your media assets is necessary in order to intrigue your customers with fascinating brand experiences and product stories. The high-performance DAM systems from our partners Adobe and "movingimage" as well as our CMS add-on "Content Accelerator" enable you to centrally merge product and pricing information, media and design assets, and customer-specific data. The content, including metadata, is then available to you for cross-channel publication - structured, current, consistent, media-neutral and quality-assured.

Your DAM system: high-performance and integrated

When developing your DAM system, you will benefit from our technology and service expertise which we combine with innovative IT solutions. We analyze your media assets, technologies and workflows. Based on the knowledge gained, we provide you with competent, demand-driven and professional advice on IT architecture, data structure, metadata, collaboration processes, rights management and reporting. Smooth implementation and connection of the DAM system to web-to-print, content management or product information systems gives you a user-friendly, web-based DAM solution that adds value to your marketing process chain.

Expertise in a 360-degree approach

The effective use of modern IT solutions is the basis for sustainable success in marketing. Thanks to our comprehensive expertise, our many years' experience from international projects, and high-performance technologies, you will benefit from a DAM system that provides maximum efficiency, effectiveness and investment protection. Select the appropriate solution for your needs from our comprehensive portfolio and lay the foundation for successful brand communication. Impress potential customers and turn them into loyal ones.

The most important information at a glance

- Use an integrated DAM system to provide bundled and structured media assets, metadata and product information.

- Automatically publish target group-specific text, image or film segments across all channels on the basis of consistent, current and relevant media assets.

- Create closeness to your target audience and increase your sales with high-quality media assets and meaningful product information.

- As a CMS add-on, Content Accelerator enables easy content creation and targeted publication, as a multimedia story or personalized brand-customer experience on websites and in apps.

You have questions, need information or a contact? Get in touch with us.

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