Adobe Experience Manager: Digital asset management

The digital asset management (DAM) capabilities of Adobe Experience Manager enable marketers and publishers to regain control over their digital assets to deliver high-quality brand, campaign, and content experiences. Deep integration with Adobe Creative Cloud allows marketers to easily collaborate with creative professionals and digital agencies, simplifying planning, production, search, and global distribution of product shots, images, banners, video clips, and other valuable rich content. Leveraging the dynamic media capabilities (formerly Scene7), DAM can maximize the value of digital assets by dynamically generating and delivering unlimited variations of rich content in real time, across channels and devices. With DAM, your organization is well equipped to create valuable experiences that strengthen brands, accelerate campaigns, and increase the ROI of customer-facing content.

The Digital Age has transformed the way companies launch new products, accelerate innovation, and take advantage of rich content to engage with users. Content authors have taken advantage of the range of digital assets, such as photos, audio files, video clips, animations, banner ads, brochures, and games, to provide richer and more meaningful engagements online. To manage this exponential growth of assets and channels of distribution, organizations seek solutions to maintain and locate digital assets efficiently within one unified system. Many organizations' assets are spread among siloed systems, network folders, and external agencies, often with varied quality, relevance, and consistency. Without a unified DAM layer, creating, storing, and distributing assets can significantly delay time to market or reduce the value of a brand.

DAM capabilities also allow organizations to create more personal, relevant experiences. Multiple renditions of digital assets can be created in advance as well as derived, in real time, up to the last millisecond before customer interaction.

User-friendly asset management for the enterprise
DAM provides an easy-to-use web interface that enables business users to add, access, update, and share assets without extensive training. The user experience is optimized for brand, campaign, and multichannel publishing scenarios. Business users can also be sheltered from power features, enabling nontechnical users to focus on productivity and speed. Digital assets can be easily organized into logical hierarchies and with consistent taxonomies to simplify locating, searching, and repurposing.

For business users on a tablet or mobile device, the touch-optimized UI allows them to access and manage digital assets while on the go.
Global asset distribution
Timely and controlled access to assets is vital for distributed teams and agile organizations. DAM provides a global shared repository equipped with enterprise-class versioning and permission-based access to digital media assets. Full-cycle asset and metadata management help ensure that the right assets are found and that only approved assets are accessed and used across channels.

With DAM, publishing and sharing assets is simple. Interactive media portals let business users access assets on demand 24 hours a day, 7 days a week. With the lightbox features, users can collect multiple assets and efficiently perform bulk operations, such as resizing.

Full Unicode capabilities allow publishing in numerous languages and all character sets. DAM enables decentralized asset production and administration in several languages, including seven out of the box: English, French, German, Italian, Japanese, Simplified Chinese, and Spanish.

DAM also includes such features as:

- Asset comment, markup, and annotation for enhanced collaboration
- Dynamic asset search based on full text, metadata, and tags
- Simplified and advanced search
- Efficient bulk operations
- Web-based asset and metadata editor
- Replication to globally distributed locations
- Item and group-based access control

Workflow-driven asset handling
Create flexible workflows that meet the unique needs of your organization. The DAM workflow engine provides a drag-and-drop user interface that enables business users to create, maintain, and control extensible workflows to manage digital assets. Business users can create automated tasks and workflows to organize teams in the content creation process as well as run routine tasks, such as generating asset renditions, thumbnails, watermarks, and much more.
Workflow-driven asset handling allows marketing professionals to achieve flexible yet powerful control of assets from creation to distribution.

- Web-based workflow editor
- Task inbox and mail notifications
- Automated asset conversion
- Easy integration of third-party transcoding
- Metadata-driven asset distribution
- Asset tagging based on industry taxonomies
- Bulk import and editing operations

Collaboration with creative teams on Adobe Creative Cloud

With out-of-the-box support for Adobe Creative Cloud, you can manage all creative assets through your web browser and take advantage of DAM prebuilt deep integrations with the products that creative professionals use, such as Adobe Photoshop, Illustrator, and InDesign. DAM also supports Adobe Bridge, Adobe Drive, and WebDAV, giving your organization multiple solutions to accelerate collaboration with creative teams.

Adobe Experience Manager: Digital asset management utilization
Integration with web content management capabilities
Investing in a DAM system that is tightly integrated with your web experience strategy is critical to leveraging your brand and creating effective marketing workflows. According to the 2011 Frost and Sullivan report, Digital Asset Management—The Key to Unlocking Effective Web-Based Marketing, "Using a DAM platform to manage all marketing assets and integrate with the web experience management on the front end creates a powerful combination for marketing organizations to translate online marketing strategies into successful execution that is measurable and repeatable."

Designed with the web experience in mind, DAM is built on the same modern, technology stack as the Adobe Experience Manager web content management capabilities, so you can easily find, access, and repurpose digital content to create compelling web experiences across all digital properties.

Dynamic media
Organizations are challenged to produce the variety of content formats and renditions required to offer optimized experiences across all customer-facing channels. The dynamic media capabilities of DAM (formerly Scene7) enable digital marketers to create visually rich, interactive online web experiences on demand using a single set of master assets. From original imagery, you can instantly create unlimited variations of any size, format, resolution, crop, or effect. Dynamic banner templates allow you to create targeted and localized rich media experiences across all digital properties.

Deliver visually rich web experiences, across all channels, with efficiency and scale.
• Create interactive digital experiences
• Improve website conversion with targeted content
• Reduce production time and costs
• Deliver and scale efficiently across all channels and devices

Video
Video is an important tool for driving brand awareness, demand, and engagement. However, many organizations do not have the internal expertise or the IT resources to manage and deliver video effectively. The DAM video capabilities (formerly Scene7) enable marketers to create, manage, and deliver interactive video experiences that engage customers and increase site conversion. With a single set of tools, you can add clickable calls-to-action and create video templates for targeted and personalized video that can be updated on demand for time-sensitive offers and promotions.

Serving content via a single URL call, this end-to-end video publishing solution optimizes dynamic video content across all screens and devices in a scalable, efficient, cost-effective manner.
Bring your products to life with interactive video publishing.

- Maximize video conversion
- Streamline video production time and costs
- Optimize video playback and scale across devices
- Gain insights with video analytics and reporting

Personalized media

Giving customers the ability to customize products online is quickly becoming a differentiator. The personalized media capabilities of DAM (formerly Scene7) allow visitors on your website to visually configure products online and then preview them prior to purchase. Using a single product photo or scene, it automatically displays variations in color, texture, and style based on user-selected design options. Merchants can also preview customizations and publish content directly to design applications, as well as dynamically apply custom fonts and graphics to imagery.

Advanced metadata support

DAM maintains metadata for every asset, making it easy to categorize and organize assets. Metadata management integrates with the creative workflow. In addition, Adobe Experience Manager integrates with standards-compliant digital asset management solutions and supports bidirectional editing of asset metadata. With fully supported metadata roundtripping, metadata is preserved and can be leveraged by every user in your production environment.
Supported environments

Server platforms
- Linux®
- Microsoft® Windows Server®
- Solaris®
- IBM® AIX®
- HP-UX
Adobe Experience Manager is optimized to run in a virtualized infrastructure, such as the Amazon Elastic Compute Cloud (Amazon EC2) and VMware vSphere.

Java® runtime versions
- Java SE 6 (1.6)
- Java SE 7 (1.7)

Java EE–compliant application servers
The Adobe Experience Manager solution comes packaged with an application server. Alternatively, it can be installed in the following:
- JBoss Application Server
- Oracle WebLogic Server
- IBM WebSphere Application Server
- Apache Tomcat

Client platforms
- Microsoft Windows®
- Mac OS X and iOS
- Linux

Browsers
- Internet Explorer 7, 8, 9, and 10
- Firefox
- Chrome

Recommended configurations are included with standard maintenance. Additional configurations are available on request.

DAM natively supports industry-approved metadata formats, such as XMP, EXIF, ID3, Dublin Core, IPTC, PRISM, PLUS, and Creative Commons.

Support for a wide range of rich media asset types and formats
DAM offers extended features for specific file types, such as metadata extraction, format transcoding, full-text indexing search, and sub-asset extraction.

Format categories with extended features include:
- Still images, such as PNG, GIF, TIFF, JPEG, BMP, PSD, and numerous raw formats
- Compound formats, such as EPS, PDF, INDD, and QXP
- Microsoft Office and OpenOffice documents
- Audio file formats, such as MP3, AAC, and WAV
- Video file formats, such as MP4, FLV, F4V, MPEG, MOV, SWF, and AVI
- Archive file formats, such as ZIP, TAR, and JAR

DAM is built on a modern, cloud-ready, standards-based architecture, which makes it easy to fully utilize valuable digital assets in all output channels, including email, mobile, social, web, and print. Built to be highly extensible and customizable, DAM provides multiple extension points to back-end systems. It offers developer APIs for adding file format support, extended search, and content visualization. By leveraging open standards, such as the Java® Content Repository API (JSR 283) and the RESTful HT TP API, DAM can integrate your asset capabilities with most any production application ecosystem.

For more information
www.adobe.com/go/oem

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