

# EMC Documentum Digital Asset Manager

## Managing rich media assets and enterprise content

- The Big Picture**
- Enables users to manage all types of rich media assets
  - Reduces publishing time for multiple channels including print and the Web
  - Facilitates streamlined approval of media without sacrificing control
  - Easy to use on both PCs and Macs

Product images, streaming video, sound bites, logos, flash animations, presentations, Web pages—these days, digital assets are ubiquitous. They're used by companies in all industries to promote products and services, educate employees, attract customers, and establish global brand recognition. For any one company, all this rich media represents a significant intellectual and monetary investment, yet it typically resides in silos and is not properly leveraged for its full value. EMC Documentum<sup>®</sup> Digital Asset Manager allows organizations to manage all their content, rich media, and traditional documents, through one interface. It provides enhanced capabilities to effectively manage rich media in addition to the complete set of enterprise content management (ECM) capabilities offered by Documentum.

### Digital Asset Manager

EMC Documentum Digital Asset Manager provides an intuitive, Web-based interface to the unified Documentum ECM platform which, when enhanced with EMC Documentum Content Transformation Services products, enables the same automation, control, and availability for images, audio, and video that it provides for traditional enterprise content.

### Power and ease of use

To create, manipulate, and repurpose digital assets, content creators need specific media capabilities at their fingertips, along with core content management functionality.

- **Content management functions:** Through its Web interface, Digital Asset Manager delivers essential enterprise content management services, including the following:
  - Workflow:* View inbox, view and initiate workflows, and route documents.
  - Lifecycle:* Assign a lifecycle stage to any object created with Digital Asset Manager.
  - Search:* Search the entire Documentum repository using keywords and other metadata. A "Quick Search" field is always accessible without launching the full search dialogue.
  - Rendition management:* Import, view, and create new renditions.
- **Thumbnail viewing:** Use thumbnails to view the contents of any folder or the results of any search.
- **Active Preview:** View contents of multi-page documents (such as PDF, Microsoft PowerPoint, and Microsoft Word) page by page with an optimized, Web-based document preview and storyboard navigation interface.
- **Seamless file sharing for Macintosh users:** Digital Asset Manager enables the sharing of Mac-created files with Mac and PC users by stripping the resource fork when a Mac file is checked out to a PC user and maintaining it for Mac users.

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- **Collections:** Create and manage ad hoc groups of content. Collections can be shared with other users, downloaded, or transformed into specific formats making it easy to work with all the content related to a particular task or project.
  - **Collaboration support:** Collaborate through Documentum Collaborative Edition and manage the details of your activities alongside your rich media using rooms, discussion threads, contextual folders, and notes.
  - **PowerPoint assembly:** Search and review PowerPoint presentations without having to download and open them on your desktop. Using thumbnails, select, assemble, and save slides into a new presentation.
  - **File transformation:** Using Content Transformation Services (CTS) products, transform single or multiple documents—automatically or on demand. For example, CTS products automatically convert high-resolution print images to low-resolution Web-ready JPEGs and turn commercial video into streaming formats.
  - **Rendition and relation browsing:** Digital Asset Manager provides fast and efficient navigation to all the renditions, such as a low-resolution JPEG or Web-ready GIF associated with an Adobe Photoshop file. With relation browsing, users can detect and navigate the relationships between assets, such as the inclusion of a particular chart in an annual report, SEC filing, or employee handbook.
  - **Video details:** Gain a comprehensive understanding of video content through enhanced previews such as storyboards using SMPTE time codes, embedded video preview with play-from-frame streaming capabilities, and text-track management.
  - **Authoring tool support:** Digital Asset Manager can be configured to tightly interoperate with Documentum File Share Services, resulting in a seamless user experience when working with authoring tools like the Adobe Creative Suite, Microsoft Office, and QuarkXPress.

## EMC Documentum: Your solution for digital asset management

Documentum Digital Asset Manager is part of a total EMC Documentum content management solution for managing digital assets across a distributed enterprise. Use this solution to:

- Implement rapid changes to digital assets while retaining consistency and control
- Repurpose rich media regardless of platform or file format
- Perform fast search, retrieval, and delivery of digital assets
- Deliver enhanced media-handling capabilities to all enterprise knowledge workers

## Take the next step

To learn more about EMC Documentum solutions for digital asset management, call **800.607.9546** (outside the U.S.: +1.925.600.6754) or visit Documentum online at [www.EMC.com/documentum](http://www.EMC.com/documentum)



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