

ORACLE UNIVERSAL CONTENT MANAGEMENT: DIGITAL ASSET MANAGEMENT

KEY FEATURES AND BENEFITS

KEY FEATURES

- Automatically create thumbnails for easy search and retrieval of assets
- Convert high-resolution legacy images and videos to Web-friendly format
- Pinpoint specific video scenes using storyboard
- Automatically create multiple rendition sets for multiple uses
- Select assets and download in one operation
- Automatically format images to appropriate size, shape, resolution, and aspect ratio

KEY BENEFITS

- Easily view and reuse digital assets
- Easily search and retrieve files
- Save storage space and decrease bandwidth usage by compressing files
- Convert legacy images to Web-friendly formats
- Reduce manual steps in creating multiple renditions
- Control access to corporate brand assets
- Make all corporate audio and video training sessions available via the Web

Oracle's digital asset management solution within Oracle Universal Content Management allows organizations to store, find, view, and use digital assets quickly and easily. It helps protect your assets by making approved versions accessible only by approved users. You can make digital assets available instantly in the appropriate formats for use on Web sites, in print materials, or in other programs.

Oracle's digital asset management solution automates routine tasks, such as the process of creating multiple renditions, allowing you to effectively manage and appropriately use your rich media assets.

Catalog Your Assets for Secure and Instant Access

Global 2000 organizations are constantly seeking better ways to effectively communicate with their employees, business partners, and consumers. As a result, many of them create rich media files or digital assets to be used in programs, such as advertising, sales and marketing demonstrations, and distance learning or eLearning. However, they cannot easily manage such content due to large file sizes and the high costs of the requisite hardware and software. Also, accessing these files from a central storage location leads to increased bandwidth usage. Lastly, it is challenging to provide an efficient means for users to securely access, share, and modify digital content.

Oracle's digital asset management solution within Oracle Universal Content Management, formerly Stellent Universal Content Management, helps you address these issues by providing readily accessible branding assets and audio or video content as well as the mechanisms needed to locate the content quickly and easily from anywhere. With Oracle's digital asset management solution, you can quickly create renditions of digital content by turning large images, video, or audio files into high-resolution, low-resolution, resized, or thumbnail versions based upon the business rules that you configure.

Manage Rich Media Files Effectively

Oracle's digital asset management solution helps you automate routine tasks and effectively manage rich media files. With secured Web-based access, your employees across the organization can quickly and easily access, share, reuse, and modify digital assets. Oracle's digital asset management solution provides a rich set of core features, including

- Using Oracle Universal Content Management foundation for workflow, version

EXPAND YOUR CONTENT MANAGEMENT CAPABILITIES**RELATED PRODUCTS AND SERVICES**

Oracle's digital asset management solution is included in Oracle Universal Content Management, which offers search, security, workflow, revision control, and powerful content conversion for all types of content. Oracle Universal Content Management provides key enterprise content management functionality, including:

- Document management
- Web content management
- Digital asset management
- Records and retention management
- Portal integrations
- Microsoft SharePoint integration
- Content and usage tracking
- Categorization
- Content conversion and transformation
- Document capture and scanning

control, security, archiving, subscriptions, content conversion, collaboration, record disposition, and publishing assets to Web sites

- Providing check-in and accessibility from anywhere with Web-based and Windows Explorer interfaces
- Compressing contents to decrease bandwidth demands
- Categorizing assets automatically for easy searching
- Identifying files quickly via thumbnail renditions created automatically
- Selecting assets and downloading the collection in one operation
- Securing and distributing assets easily and quickly

Provide a Foundation for Key Business Applications

Oracle's digital asset management solution provides the underlying foundation for a variety of key business applications, such as the following:

Image Management Application

With Oracle's digital asset management solution, you can easily manage popular image formats such as PSD (Photoshop document), JPEG, GIF, BMP, and TIFF files; store unlimited image renditions in one source for quick reuse of any format or size; and automatically format images to the appropriate size, shape, resolution, or aspect ratio. Multiple renditions, including thumbnails, Web versions, and print versions, are automatically created and compressed at the time of check-in for use in HTML pages or marketing collateral—saving thousands of hours of manual labor in resaving files.

Video Management Applications

Oracle's digital asset management solution allows you to work with common video formats such as MPEG, QuickTime, Windows Media, and MP3 files; pinpoint specific scenes of video using a storyboard; and view them immediately. You can store multiple renditions of video in one source for various bandwidth and size requirements and integrate resulting files with streaming servers. With Oracle's digital asset management solution, you can easily access storyboards and closed-captioned text, while administrators can configure the system to generate appropriate proxies and metadata.

Contact Us

For more information on Oracle Universal Content Management, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/products/middleware.

Copyright 2007, Oracle. All Rights Reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.